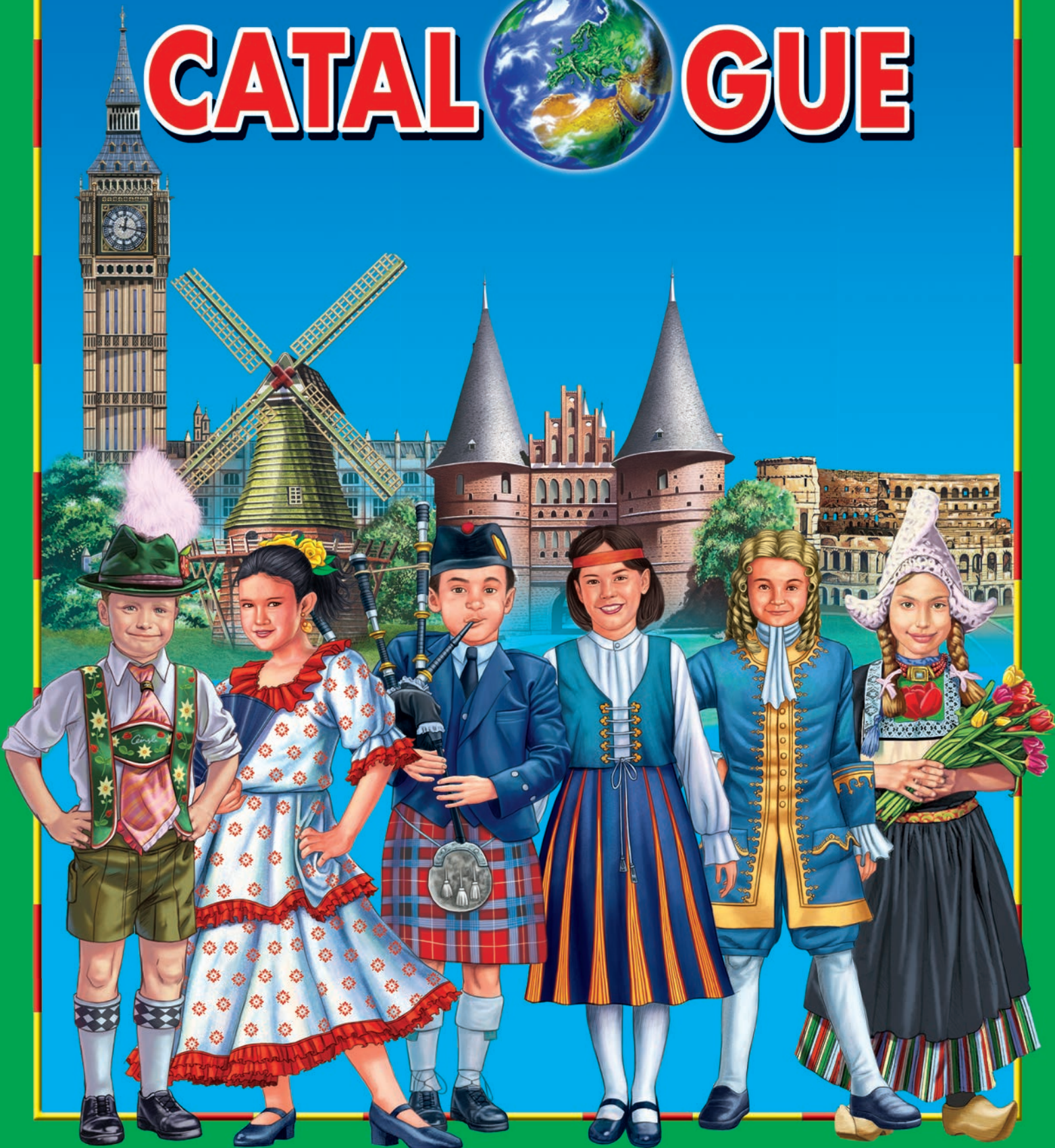




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INTERNATIONAL RIGHTS CATALOGUE





Serving Clients in more than 30 Countries Worldwide

As a children's publishing house with clients around the world, Kohwai & Young places great emphasis on ensuring that its products meet international standards of excellence, with content that has universal appeal.

Throughout the years, our wide and varied range of products has been well received in the international marketplace. Our publications have been translated into more than 24 languages, and exported to over 30 countries.

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We are a publisher and packager of children's books for both the mass-market and the school/educational market. Our publications include picture books, readers, workbooks, atlases, teaching aids, multimedia products to educational programmes. As the creative originator of new products, we are the copyright holder of all our publications.

Together with our associates, we have built a one-stop, full-fledged children's publishing and packaging operation, with production and printing services for both domestic and international markets.





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27-30 MARCH 2006



BOLOGNA BOOK FAIR



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RIJEKA, CROATIA



NUNEATON, ENGLAND



MANILA, PHILIPPINES



KAOHSIUNG, TAIWAN



NAMI ISLAND, SOUTH KOREA



BANGKOK BOOK FAIR



BOLOGNA, ITALY



HONG KONG

BIG BOOK SERIES



ISBN: 978-967-396-776-6

WBE 1002

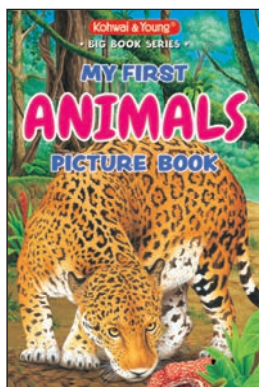


- Book size: 254mm (W) x 381mm (H) [10" (W) x 15" (H)]
- No. of pages: 16
- Full colour throughout
- Saddle-stitched

In this incredible, fully illustrated, big book world atlas, you can visit the seven continents of the globe to discover wondrous people, places, animals and things.

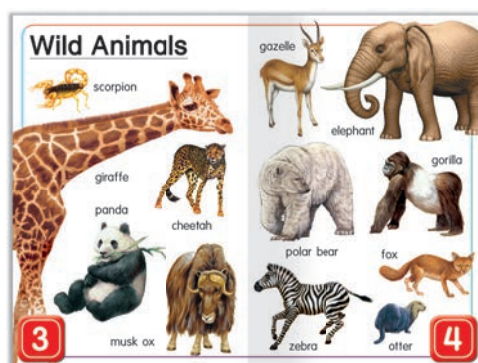


As you travel around the world, use these maps to find the highest mountains and most famous volcanoes. There is no end to the exciting discoveries you will make and the new knowledge you will gain each time you open this amazing world atlas!



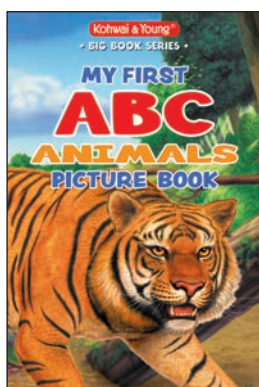
ISBN: 978-967-396-775-9

WBE 1001



- Book size: 254mm (W) x 381mm (H) [10" (W) x 15" (H)]
- No. of pages: 16
- Full colour throughout
- Saddle-stitched

Welcome to an amazing journey through the world of animals! Turn the pages and marvel at the beauty and variety of animals. Dive deep into the ocean and swim with the whales and stingrays. Children will be fascinated by the realistic illustrations. Enjoy your adventure!



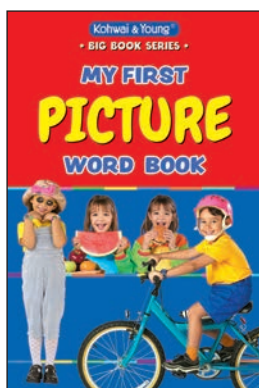
ISBN: 978-967-396-777-3

WBE 1003



- Book size: 254mm (W) x 381mm (H) [10" (W) x 15" (H)]
- No. of pages: 16
- Full colour throughout
- Saddle-stitched

This book is a special collection of over 140 animals arranged in alphabetical order. Children will be fascinated by the realistic illustrations of a wide range of insects, ocean life, farm and wild animals, birds, fish, amphibians and reptiles.



ISBN: 978-967-396-778-0

WBE 1004



- Book size: 254mm (W) x 381mm (H) [10" (W) x 15" (H)]
- No. of pages: 16
- Full colour throughout
- Saddle-stitched

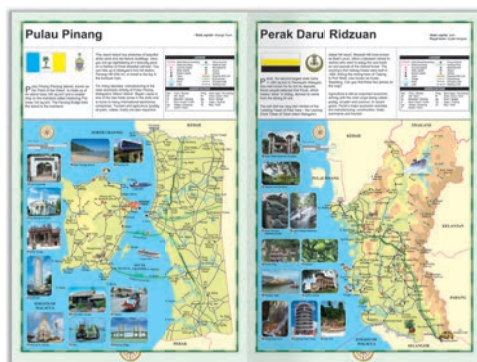
My First Picture Word Book contains many topics of interest to the child. It introduces the child to a variety of things around us – in the house and outside the house. This book is ideal as an effective teaching aid to early learning. Over 200 words and vivid photographs provide the reader with an enjoyable experience.





ISBN: 978-967-396-811-4

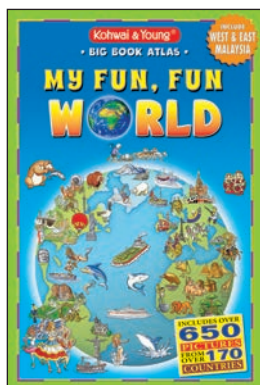
WBE 1006



- Book size: 254mm (W) x 381mm (H)
[10" (W) x 15" (H)]
- No. of pages: 16 • Full colour throughout
- Saddle-stitched

This atlas has been specially designed to help children learn more about our country and broaden their general knowledge. It also enables children to develop map-reading skills and understand the different states or countries. It is suitable for both home learning and school use.

- Informative text to introduce the state, country or region, and to give an overall view of the economic activities that help to develop the place
- State-by-state layout for ease of use so that children can study each state in more detail
- Maps showing geographical features so that children can learn to locate towns, rivers and hills or mountains, and know where the lowlands and highlands are
- Picture icons and photographs to enhance learning and stimulate children's interest in finding out about the places they can visit



ISBN: 978-967-396-812-1

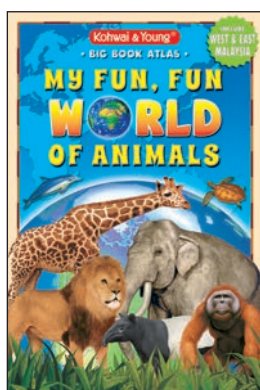
WBE 1001



- Book size: 254mm (W) x 381mm (H)
[10" (W) x 15" (H)]
- No. of pages: 16 • Full colour throughout
- Saddle-stitched

Get set for a fascinating trip around the world with **My Fun, Fun World**. Learn the flags and capital cities of over 170 countries. Delightful pictures show you unique animals, plants, people, and places. Carefully researched, up-to-date economic and natural resource data are included. Excellent for both home and school use, children will have fun studying these maps for hours and hours!

INCLUDES OVER
650
PICTURES
FROM OVER
170
COUNTRIES



ISBN: 978-967-396-813-8

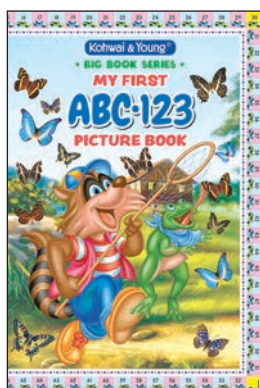
WBE 1007



- Book size: 254mm (W) x 381mm (H)
[10" (W) x 15" (H)]
- No. of pages: 16 • Full colour throughout
- Saddle-stitched

Pack your bags, grab your binoculars and camera, and get set for a round-the-world safari. Your job is to discover and learn about more than 600 of the world's most incredible animals. **My Fun, Fun World of Animals** is an exciting wildlife adventure to over 175 countries on every continent ---- and across the seven seas!

INCLUDES OVER
600
ANIMALS
FROM OVER
175
COUNTRIES



ISBN: 978-967-396-814-5

WBE 1008



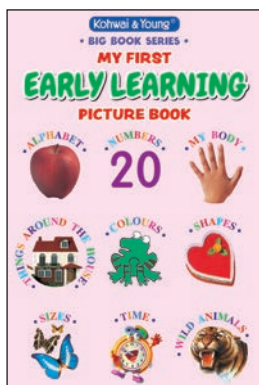
- Book size: 254mm (W) x 381mm (H)
[10" (W) x 15" (H)]
- No. of pages: 16 • Full colour throughout
- Saddle-stitched

This big book contains a wide range of pictures that will capture the child's interest in learning the letters of the alphabet and words. The pictures have been attractively presented for easy learning and enjoyment.

Parents/Teachers can point to each picture and say the word aloud. Constant repetition will help the child to remember the word and associate it with the picture.

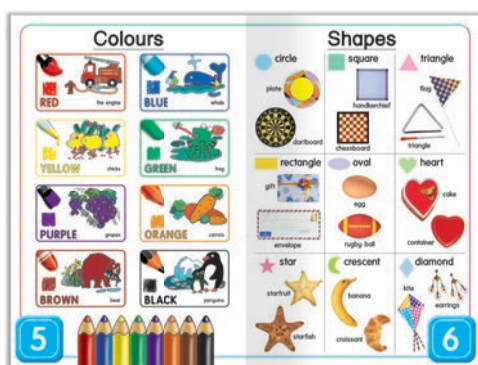
INCLUDE
OVER
140
PICTURES
& WORDS

BIG BOOK SERIES



ISBN: 978-967-396-815-2

WBE 1009



- Book size: 254mm (W) x 381mm (H) [10" (W) x 15" (H)]
- No. of pages: 16
- Full colour throughout
- Saddle-stitched

MY FIRST EARLY LEARNING PICTURE BOOK is presented in an easy-to-use topical format. It is an ideal book for children to explore the world around them through pictures and words.

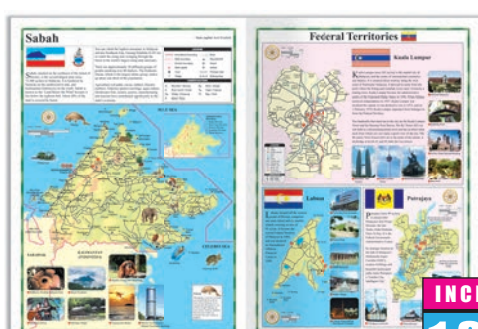
LOOK and DISCOVER many full-colour photographs and illustrations of objects, animals and toys that help to enhance learning.

READ and LEARN words to build vocabulary and develop language skills.

Let your child embark on a wonderful journey of early learning with this book!



ISBN: 978-983-3536-67-0



- Book size: 330mm (W) x 460mm (H) [13" (W) x 18" (H)]
- No. of pages: 16
- Full colour throughout
- Saddle-stitched



In this wonderful atlas, you can visit each state in Malaysia – from Perlis in the north of the peninsula to Sabah across the South China Sea – and even to the countries of Singapore down south, and Brunei that is sandwiched between Sarawak and Sabah.

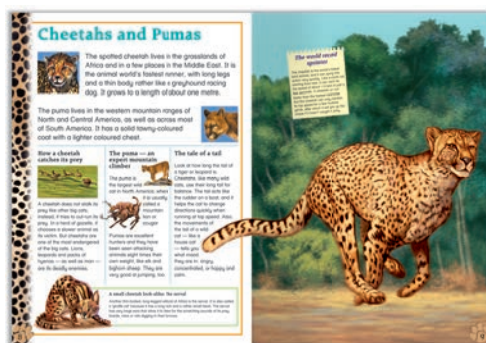
Learn about the states and countries. Discover the major cities and towns, and check out the places of interest. Gaze at our own 'Leaning Tower' in Perak – the Leaning Clock Tower at Teluk Intan. Travel to Melaka and go back to the past at the A'Famosa. Find the longest river in Malaysia and the highest mountain in Southeast Asia. You can also enjoy a view of the city of Kuala Lumpur from the KL Tower or the Petronas Twin Towers. Go across the Causeway to Singapore or fly to Brunei to explore the place. Each state or country has its own attractions that will delight you.

PRESS PROFILE OF KOHWAI & YOUNG





ISBN: 978-967-317-237-5



- Book size: 330mm (W) x 460mm (H)
[13" (W) x 18" (H)]
- No. of pages: 16
- Full colour throughout
- Saddle-stitched

MY BIG BOOK OF AMAZING WILD CATS!

Meet the amazing wild cats of every shape and size in this unique book that is packed with fantastic facts and superb, colourful illustrations. Find out the difference between leopards and jaguars. Learn why a tiger is striped. Discover the world's fastest land animal, and much, much more. It is a perfect educational book for the child's library!



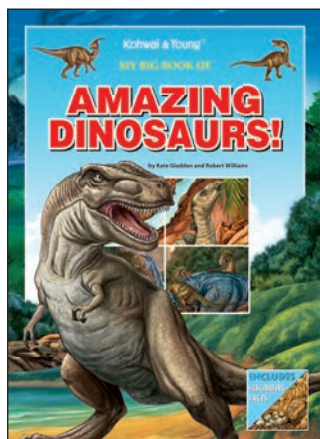
ISBN: 978-967-317-239-9



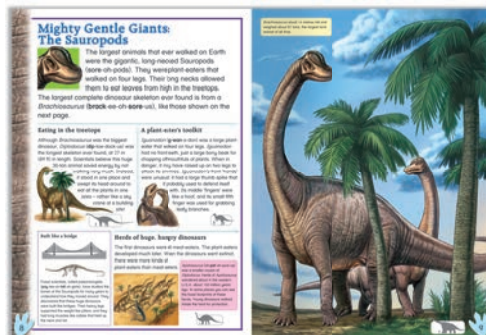
- Book size: 330mm (W) x 460mm (H)
[13" (W) x 18" (H)]
- No. of pages: 16
- Full colour throughout
- Saddle-stitched

MY BIG BOOK OF AMAZING BEARS!

Look into this book and discover the amazing world of bears! Find out what bears are really like – what they look like, where and how they live. Vivid, coloured illustrations of these large, clever, generally peaceful animals will captivate the child's mind. It is a great book of knowledge for the child's library!



ISBN: 978-967-317-238-2

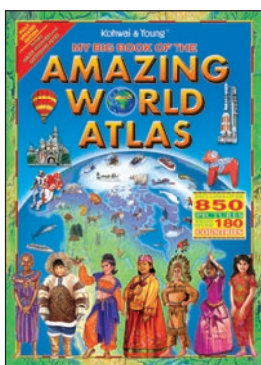


- Book size: 330mm (W) x 460mm (H)
[13" (W) x 18" (H)]
- No. of pages: 16
- Full colour throughout
- Saddle-stitched

MY BIG BOOK OF AMAZING DINOSAURS!

Open the pages of this book and learn about the biggest, most incredible animals that ever lived on earth – the amazing dinosaurs! Discover the gigantic plant-eating dinosaurs and the most bloodthirsty killers. Find out how they became extinct. It is a fascinating book for use in school and at home.

BIG BOOK SERIES



ISBN: 978-983-198-241-7



- Book size: 330mm (W) x 460mm (H)
[13" (W) x 18" (H)]
- No. of pages: 16 • Full colour throughout
- Saddle-stitched

In this incredible, fully illustrated, giant-size world atlas, you can visit the seven continents of the globe to discover wondrous people, places, animals and things. Look for Native American totem poles in Canada and cattle-roping rodeo cowboys in the U.S.A. In South America, join the world's biggest carnival party in Rio de Janeiro, Brazil. On the Amazon River, watch out for giant anaconda snakes and hungry, meat-eating piranha fish. In Europe, two cities offer you a great view from way up high: the magnificent London Eye and the famous Eiffel Tower in Paris. In Italy you can visit the ancient Roman Colosseum, and in the Middle East you can ride on a racing camel. Gaze at the Egyptian pyramids in Africa as you travel down the Nile, the world's longest river.

INCLUDES OVER
850
PICTURES
FROM
OVER **180**
COUNTRIES



ISBN: 978-983-191-703-0



- Book size: 330mm (W) x 460mm (H)
[13" (W) x 18" (H)]
- No. of pages: 16 • Full colour throughout
- Saddle-stitched

Pack your bags, grab your binoculars and camera, and get set for a round-the-world safari. Your job is to discover and learn about more than 600 of the world's most incredible animals. **The Amazing Animal Kingdom World Atlas** is an exciting wildlife adventure to over 175 countries on every continent ---- and across the seven seas! In Indonesia you'll find the world's largest lizard, the Komodo dragon; in Namibia, the world's largest bird, the ostrich; and off the coast of Australia, the whale shark is the world's biggest fish. Hundreds of animals on these colourful, detailed maps show you what fascinating creatures you will find in the forests, jungles, deserts, and mountains in every part of the globe.

INCLUDES OVER
600
ANIMALS
FROM
OVER **175**
COUNTRIES



ISBN: 978-983-3894-45-1

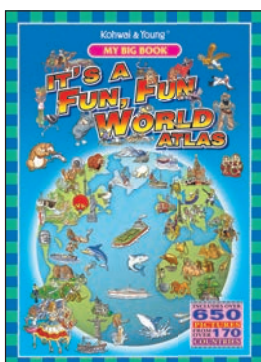


- Book size: 330mm (W) x 460mm (H)
[13" (W) x 18" (H)]
- No. of pages: 16 • Full colour throughout
- Saddle-stitched

The European Union (EU) is now the largest grouping of nations in all of human history, with 27 member states and just under half a billion citizens. Combined, the EU has the world's richest economy, and most of its nations use the same currency: the Euro.

The 15 large, full-colour maps of this atlas show all 46 nations of Europe and include over 525 picture icons of famous landmarks, animals, people and objects.

INCLUDES OVER
525
PICTURES
FROM
OVER **45**
COUNTRIES



ISBN: 978-983-191-785-5



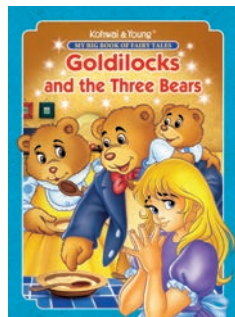
- Book size: 330mm (W) x 460mm (H)
[13" (W) x 18" (H)]
- No. of pages: 16 • Full colour throughout
- Saddle-stitched

Get set for a fascinating trip around the world with **It's a Fun, Fun World Atlas**. Learn the flags and capital cities of over 170 countries. See the delightful places and enjoy the beauty of each place. Look at the unique animals and plants. Meet the wonderful people and experience their interesting culture. You will discover much, much more each time you turn these pages of pictures and facts. Carefully researched, up-to-date economic and natural resource data are included. Excellent for both home and school use, children will have fun studying these maps for hours and hours!

INCLUDES OVER
650
PICTURES
FROM
OVER **170**
COUNTRIES

BIG BOOK OF FAIRY TALES

This big book series of fairy tales has been carefully adapted and rewritten in simple language for very young children to enjoy. The text is in big print for easy reading. Lively, colourful illustrations provide visual cues that add details to the story and enhance understanding. It is an ideal series for children to develop their reading skills. Parents/Teachers can also use these big books for storytelling.



ISBN: 978-967-317-020-3



ISBN: 978-967-317-021-0



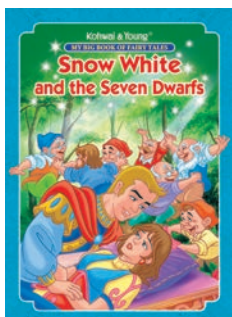
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ISBN: 978-967-317-023-4



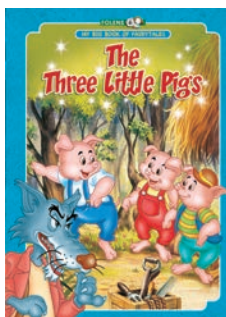
ISBN: 978-967-317-024-1



ISBN: 978-967-317-025-8



- Book size: 330mm (W) x 460mm (H)
[13" (W) x 18" (H)]
- No. of pages: 16
- Full colour throughout
- Saddle-stitched



ISBN: 978-1-84741-752-7

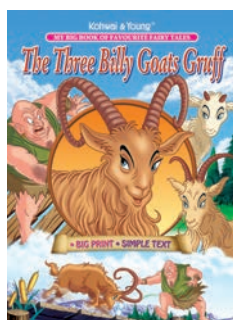
BIG BOOK OF FAVOURITE FAIRY TALES

This series of fairy tales introduces some of the world's most famous tales to young readers. Each story is written in simple, clear, easy-to-read language with carefully chosen words to enrich the child's vocabulary. The text is presented in

extra-large type for easy reading. Lively, colourful illustrations are included to stimulate the imagination. It is an ideal series to develop and nurture a child's interest in reading.



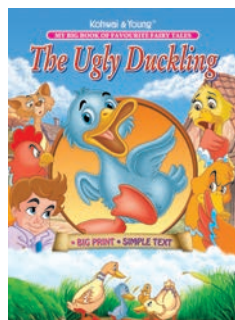
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ISBN: 978-967-317-412-6



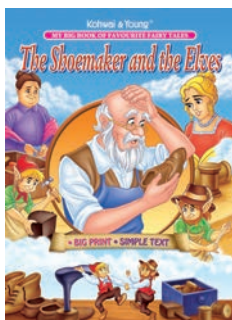
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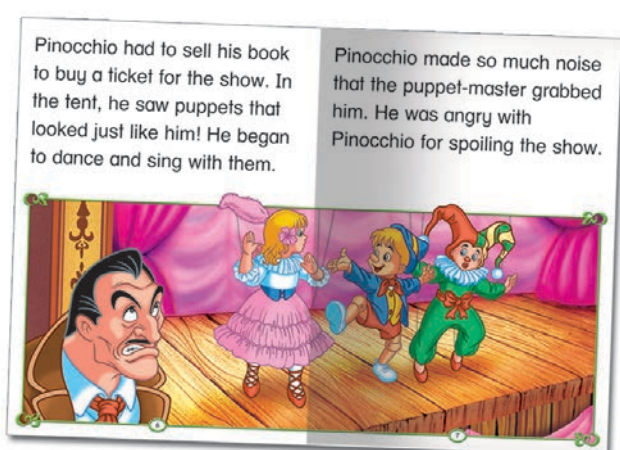
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ISBN: 978-967-317-416-4

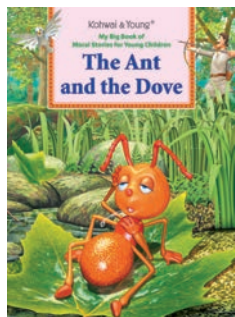


- Book size: 330mm (W) x 460mm (H)
[13" (W) x 18" (H)]
- No. of pages: 16
- Full colour throughout
- Saddle-stitched

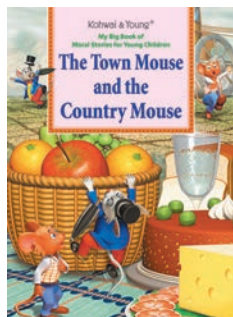
BIG BOOK OF MORAL STORIES FOR YOUNG CHILDREN

This series of moral stories is ideal for very young children who have learned to recognize short words and are now ready to begin reading. Children will enjoy these stories that are written in simple language and with big print. Vivid, coloured illustrations make reading more in-

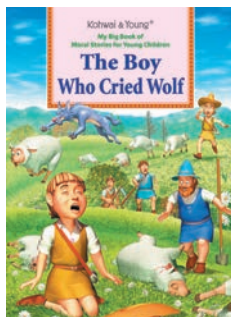
teresting as they provide visual cues about the stories. The key words at the end of the book will help in vocabulary building. Parents/Teachers can use these books for storytelling and guiding the child in learning moral values.



ISBN: 978-967-317-006-7



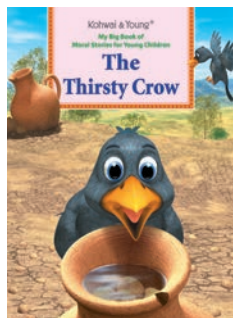
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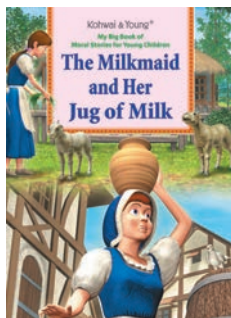
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ISBN: 978-967-317-009-8



ISBN: 978-967-317-010-4



ISBN: 978-967-317-011-1



- Book size: 330mm (W) x 460mm (H)
[13" (W) x 18" (H)]
- No. of pages: 16
- Full colour throughout
- Saddle-stitched

BIG BOOK OF MORAL TALES

Young readers will love these classic fables that have been carefully adapted and edited in easy-to-read language and presented in big print. Key words are provided at the end of each book for vocabulary building and reinforcement. The moral lesson is summarized in a short, simple

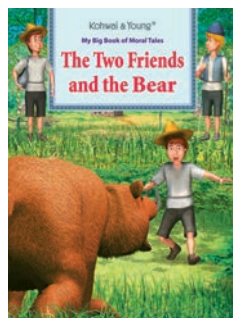
sentence for easy understanding. It is a superb series for developing thinking skills and teaching the child useful lessons.



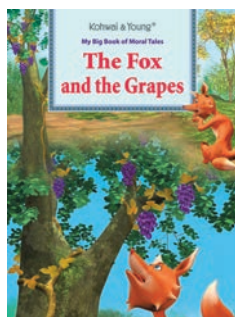
ISBN: 978-967-317-452-2



ISBN: 978-967-317-453-9



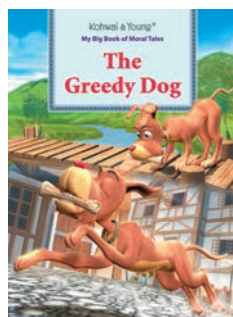
ISBN: 978-967-317-454-6



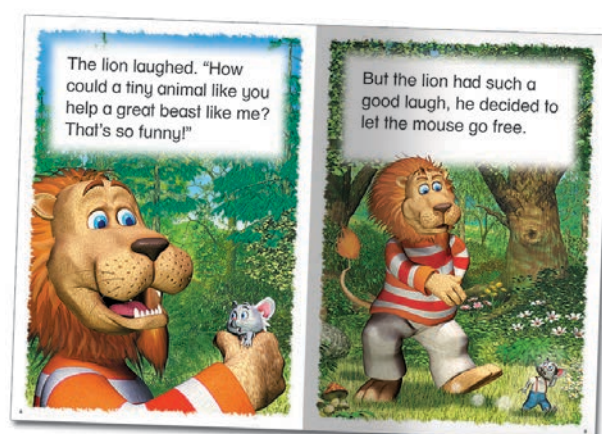
ISBN: 978-967-317-455-3



ISBN: 978-967-317-456-0



ISBN: 978-967-317-457-7



- Book size: 330mm (W) x 460mm (H)
[13" (W) x 18" (H)]
- No. of pages: 16
- Full colour throughout
- Saddle-stitched



ISBN: 978-983-389-429-1

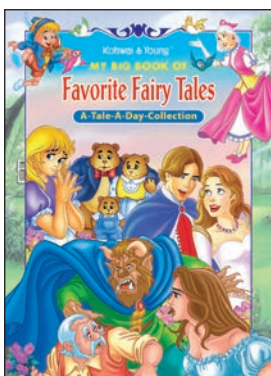


- Book size: 330mm (W) x 460mm (H)
[13" (W) x 18" (H)]
- No. of pages: 16 • Full colour throughout
- Saddle-stitched

My Big Book of Nursery Rhymes is a special collection of all-time favorite nursery rhymes. These fifteen rhymes have been specially chosen for their simplicity, and are ideal for the very young. Children will find the beautifully illustrated pictures entertaining and stimulating to the imagination. Parents/Teachers can use this book to help children learn new words as they recite the rhymes, sing, dramatize - and even tell a story based on the pictures. It is a book that will captivate the young reader again and again!

This collection of rhymes includes:

- Humpty Dumpty
- Twinkle, Twinkle, Little Star
- Hey, Diddle, Diddle
- I'm a Little Teapot
- Old MacDonald
- Incey Wincey Spider
- London Bridge is Falling Down
- Row, Row, Row Your Boat
- One, Two, Three, Four, Five
- Baa, Baa, Black Sheep
- One, Two, Buckle My Shoe
- Pussy-cat, Pussy-cat
- The Mulberry Bush
- Jack and Jill
- Mary Had a Little Lamb



ISBN: 978-983-389-432-1



- Book size: 330mm (W) x 460mm (H)
[13" (W) x 18" (H)]
- No. of pages: 16 • Full colour throughout
- Saddle-stitched

My Big Book of Favorite Fairy Tales is a perfect compilation for children who are learning more and more new words every day. Based on the original classic stories, this selection has been specially designed and created to entertain children who have mastered basic reading skills. Each story presents some key words to assist in expanding their vocabulary.

Bright and lively pictures illustrate these stories:

- Cinderella
- Snow White and the Seven Dwarfs
- Sleeping Beauty
- Goldilocks and the Three Bears
- Beauty and the Beast
- The Princess and the Pea
- Pinocchio



ISBN: 978-983-148-402-9



- Book size: 330mm (W) x 460mm (H)
[13" (W) x 18" (H)]
- No. of pages: 16 • Full colour throughout
- Saddle-stitched

This version of the well-loved story of the wooden puppet that comes alive is written in a very simple, highly readable text format. Children will enjoy the many curious characters that Pinocchio meets on his amazing adventures.

Follow Pinocchio as he meets up with other puppets, some thieves, a fairy, and even visits the inside of a whale! Enjoy all the magic, the sadness and the joy, as well as the vivid illustrations in this children's storybook classic.



ISBN: 978-983-148-399-2



- Book size: 330mm (W) x 460mm (H)
[13" (W) x 18" (H)]
- No. of pages: 16 • Full colour throughout
- Saddle-stitched

This is one of the most delightful stories of childhood presented in a very simple, highly readable text format. Children will adore the delightful tale of this tiny, thumb-sized girl and her many amazing adventures.

We follow Thumbelina as she is thrown into a strange world of ugly toads, helpful fish, a kindly mouse and a pushy mole. Finally she meets a bird and is carried to another happy world. Enjoy all the magic, the sadness and the joy, as well as the vivid illustrations in this fairy-tale classic.

MY LIBRARY OF FAIRY TALES BOOKS

MY LIBRARY OF FAVOURITE FAIRY TALES



ISBN: 983-3665-10-1

A superb book with 12 fairy tales for children who are learning more and more new words each day! Each story presents a balanced structure of exciting text accompanied by captivating illustrations that enhance the child's understanding of the story. Ideal for the home and school libraries!

- Book size: 210mm (W) x 296mm (H)
[8 1/4" (W) x 11 3/4" (H)]
- No. of pages: 200 + 8 end paper
- Full colour throughout
- Padded cover casing with spine
- Thread sewn



Contents:

- Sleeping Beauty
- The Gingerbread Man
- Hansel and Gretel
- Thumbelina
- The Ugly Duckling
- Aladdin and the Magic Lamp
- The Great Big Turnip
- The Princess and the Pea

CONTAINS
12 MOST
FAVOURITE
FAIRY TALES

Rights Sold:

- Polish

- Pinocchio
- King Midas and the Golden Touch
- Tom Thumb
- The Story of Chicken Licken

MY LIBRARY OF DELIGHTFUL FAIRY TALES



ISBN: 983-3665-63-2

A delightful book of fairy tales for children to embark on an exciting adventure in reading! The simple, readable text enables children to learn new words and expressions. Bright, lively pictures add to the children's interest and stimulate their minds. Suitable for a child's library!

- Book size: 210mm (W) x 296mm (H)
[8 1/4" (W) x 11 3/4" (H)]
- No. of pages: 200 + 8 end paper
- Full colour throughout
- Padded cover casing with spine
- Thread sewn



Contents:

- Beauty and the Beast
- Goldilocks and the Three Bears
- The Little Mermaid
- The Adventures of Sindbad
- The Three Billy Goats Gruff
- Puss in Boots
- The Happy Prince
- The Wolf and the Seven Little Kids

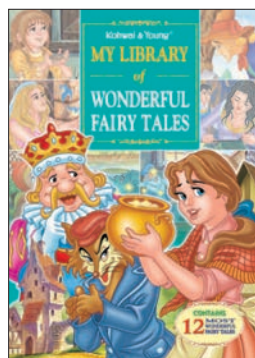
CONTAINS
12 MOST
DELIGHTFUL
FAIRY TALES

Rights Sold:

- Polish

- The Brave Little Tailor
- The Nightingale
- The Bremen Town Musicians
- The Sisters Snowdrop and Rose-Red

MY LIBRARY OF WONDERFUL FAIRY TALES



ISBN: 983-3665-62-4

A perfect book with 12 stories based on the classic fairy tales to add to a child's library! Children will enjoy these fairy tales retold in an exciting style and presented with charming illustrations that make reading even more fun and entertaining.

- Book size: 210mm (W) x 296mm (H)
[8 1/4" (W) x 11 3/4" (H)]
- No. of pages: 200 + 8 end paper
- Full colour throughout
- Padded cover casing with spine
- Thread sewn



Contents:

- Cinderella
- Little Red Riding Hood
- The Emperor's New Clothes
- Peter and the Wolf
- The Magic Porridge Pot
- The Little Match Girl
- Gulliver's Travels
- The Little Tin Soldier

CONTAINS
12 MOST
WONDERFUL
FAIRY TALES

Rights Sold:

- Polish

- The Wild Swans
- The Three Wishes
- Rapunzel
- The Sly Fox and the Little Red Hen

MY LIBRARY OF TIMELESS FAIRY TALES



ISBN: 983-3665-11-X

A wonderful collection of fairy tales based on the classic fairy tales enjoyed by readers old and young, throughout the ages! The captivating stories and bright, lively illustrations will stimulate the child's imagination and make reading a pleasure. It is a great book for the library!

- Book size: 210mm (W) x 296mm (H)
[8 1/4" (W) x 11 3/4" (H)]
- No. of pages: 200 + 8 end paper
- Full colour throughout
- Padded cover casing with spine
- Thread sewn



Contents:

- Snow White and the Seven Dwarfs
- Jack and the Beanstalk
- The Three Little Pigs
- The Wizard of Oz
- The Shoemaker and the Elves
- Ali Baba and the Forty Thieves
- The Frog Prince
- Alice in Wonderland

CONTAINS
12 MOST
TIMELESS
FAIRY TALES

Rights Sold:

- Polish • Serbian

- The Pied Piper of Hamelin
- Rumpelstiltskin
- The Big Pancake
- The Selfish Giant

52 FAIRY TALES (A-TALE-A-WEEK COLLECTION)

65,000
COPIES SOLD

PADED BOOKS



(ISBN: 983-3378-04-8)

◆ ISBN: 978-983-3378-04-3

This marvellous book is a treasure trove of 52 best-loved fairy tales any child could wish for! Based on the classic fairy tales, the stories have been rewritten in a simple, lively style for children to enjoy. Vivid, captivating illustrations help to tell the story and stimulate the imagination.

With a tale a week throughout the year, the story makes a perfect companion for children as they go on an exciting adventure in reading. It is also a wonderful learning experience when they dramatize the story with actions and add their own dialogue.

- Book size: 210mm (W) x 296mm (H) [8 1/4" (W) x 11 3/4" (H)]
- No. of pages: 216 + 8 end paper
- Full colour throughout
- Padded cover casing with spine
- Thread sewn

■ Rights Sold:

- Romanian
- Serbian • Croatian



Contents:

- Cinderella
- Aladdin and the Magic Lamp
- Little Red Riding Hood
- Snow White and the Seven Dwarfs
- Sleeping Beauty
- Jack and the Beanstalk
- The Ugly Duckling
- The Little Mermaid
- Ali Baba and the Forty Thieves
- Pinocchio
- Gulliver's Travels
- Alice in Wonderland
- The Gingerbread Man
- Goldilocks and the Three Bears
- The Shoemaker and the Elves
- The Pied Piper of Hamelin
- The Three Wishes
- The Magic Porridge Pot
- The Great Big Turnip
- The Frog Prince
- The Three Billy Goats Gruff
- King Midas and the Golden Touch
- The Sly Fox and the Little Red Hen
- The Princess and the Pea
- The Emperor's New Clothes
- Puss in Boots
- Rapunzel
- Beauty and the Beast
- The Little Tin Soldier
- Rumpelstiltskin
- Tom Thumb
- The Little Match Girl
- The Selfish Giant
- The Wild Swans
- The Big Pancake
- The Story of Chicken Licken
- The Three Little Pigs
- Hansel and Gretel
- Thumbelina
- The Wizard of Oz
- Peter and the Wolf
- The Adventures of Sindbad
- The Happy Prince
- The Wolf and the Seven Little Kids
- The Nightingale
- The Sisters Snowdrop and Rose-Red
- The Bremen Town Musicians
- The Brave Little Tailor
- The Snow Queen
- The Twelve Dancing Princesses
- Peter Pan
- Robin Hood

MY LIBRARY OF FAVOURITE FABLES



(ISBN: 983-3665-12-8)

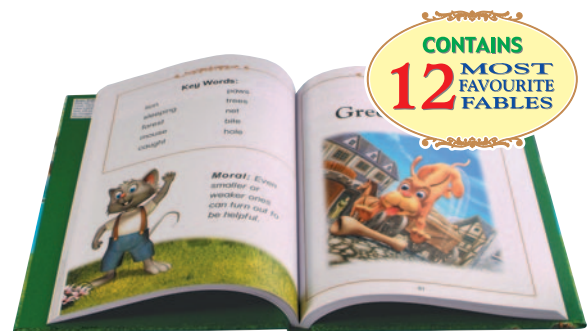
◆ ISBN: 978-983-3665-12-9

A delightful collection of 12 of the most favourite fables enjoyed by readers of all ages, retold in a simple, easy-to-read language for even the youngest readers. Lively, colourful illustrations make the stories more interesting. It is a perfect book for the home and school libraries!

- Book size: 210mm (W) x 296mm (H) [8 1/4" (W) x 11 3/4" (H)]
- No. of pages: 208 (self end)
- Full colour throughout
- Padded cover casing with spine
- Thread sewn

Contents:

- The Ant and the Dove
- The Town Mouse and the Country Mouse
- The Hare and the Tortoise
- The Boy Who Cried Wolf
- The Lion and the Mouse
- The Greedy Dog
- The Milkmaid and Her Jug of Milk
- The Fox and the Crane
- The Thirsty Crow
- The Two Friends and the Bear
- The Fox and the Grapes
- The Sick Lion



52 FABLES (A-TALE-A-WEEK COLLECTION)



ISBN: 978-967-317-096-8

This wonderful book contains 52 clever tales of animals and people, providing children with 'a fable a week' for a whole year of reading enjoyment. The fables are based on the original stories from Aesop, and they have been carefully edited in simple language for young children who are building confidence in reading.

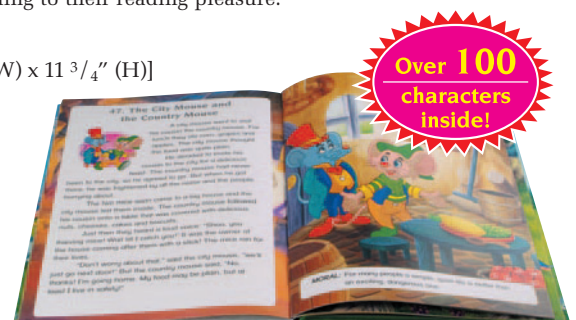
Each story offers words of wisdom that are summarized in a short, simple sentence at the end of the story. Children will be able to identify the good and the bad characters, the wise and the foolish, the weak and the strong, and learn other useful lessons with regards to interacting with others in everyday life.

Lively, colourful illustrations give visual cues about story events and characters, thus enhancing the children's understanding of the stories and adding to their reading pleasure. It is an excellent book for a child's first library!

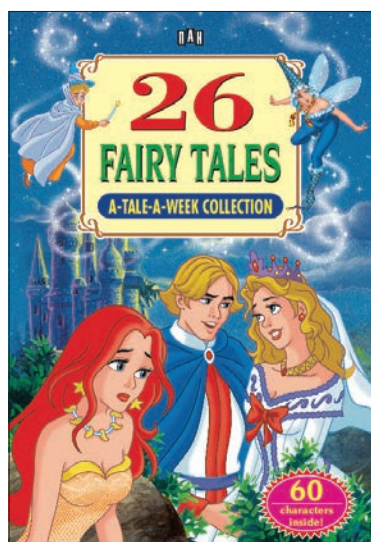
- Book size: 210mm (W) x 296mm (H) [8 1/4" (W) x 11 3/4" (H)]
- No. of pages: 112 + 8 end paper
- Full colour throughout
- Padded cover casing with spine
- Thread sewn

■ Rights Sold:

- Bulgarian



26 FAIRY TALES A-TALE-A-WEEK COLLECTION



This delightful book is a treasure trove of 26 of the best-loved fairy tales any child could wish for! Based on the classic fairy tales that have appealed to readers young and old, these stories have been adapted and edited in a simple, lively style for children to enjoy. Vivid, captivating illustrations help to tell the story and stimulate the imagination.

With a tale a week, each story makes a perfect companion for children as they set out on an exciting adventure in reading.

- Book size: 210mm (W) x 296mm (H) [8 1/4" (W) x 11 3/4" (H)]
- No. of pages: 112 + 8 end paper
- Full colour throughout
- Padded cover casing with spine
- Thread sewn



Rights Sold:
● Bulgarian

52 BEDTIME FAIRY TALES



ISBN: 978-967-317-837-7

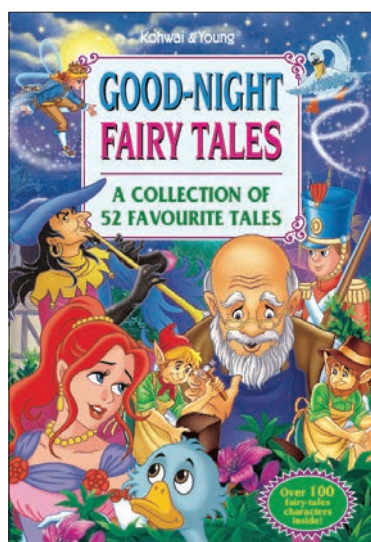
Children of all ages will enjoy this fine selection of 52 of the greatest fairy tales ever told – all in a single book! The stories have been carefully adapted and edited in simple, clear and concise language for easy reading. Bright colourful illustrations make the stories even more interesting. Parents can tell each story in not more than two or three minutes, and their child can enjoy a few stories each night before bed. With the **52 Bedtime Fairy Tales**, even the youngest children will be enchanted by each new story.



- Book size: 210mm (W) x 296mm (H) [8 1/4" (W) x 11 3/4" (H)]
- No. of pages: 112 + 8 end paper
- Full colour throughout
- Padded cover casing with spine
- Thread sewn



GOOD-NIGHT FAIRY TALES A COLLECTION OF 52 FAVOURITE TALES



ISBN: 978-967-317-899-5

Children of all ages will be enchanted by this fine selection of fifty-two of the greatest fairy tales ever told – in this book **Good-Night Fairy Tales!** These tales are excellent for early readers, with their word patterns and repetition of key phrases. With each story, the child learns a variety of new words and expressions that are useful for vocabulary building. This rewards the child and builds their confidence in reading.

Colourful, full-page illustrations also help to bring each story to life. The pictures provide children with helpful clues about the text and its meanings.

- Book size: 210mm (W) x 296mm (H) [8 1/4" (W) x 11 3/4" (H)]
- No. of pages: 112 + 8 end paper
- Full colour throughout
- Padded cover casing with spine
- Thread sewn



100 WORLD FAVOURITE FAIRY TALES



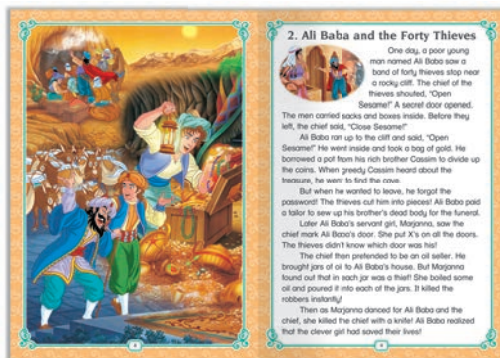
ISBN: 978-967-396-157-3

Young children will be enchanted by the 100 of the world's favourite fairy tales in this book **100 World Favourite Fairy Tales** that have been retold in simple, clear and concise language. The fine selection of stories is excellent for early readers who are learning a variety of new words and expressions. With so many fairy tales to enjoy, the child will be able to build their confidence in reading.

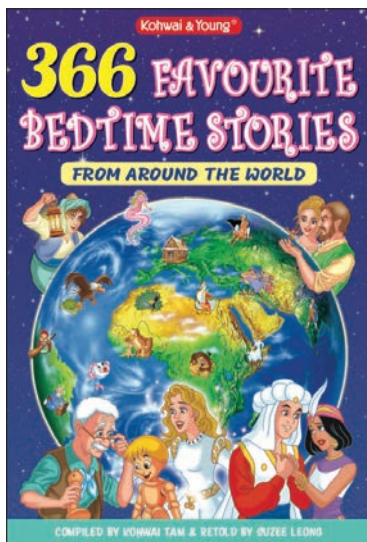
Colourful, full-page illustrations help to bring each story to life. The artwork provides children with helpful clues about the text and its meaning. Parents, teachers and storytellers can also tell each story in just a few minutes to stimulate the child's imagination.



- Book size: 210mm (W) x 296mm (H) [8 1/4" (W) x 11 1/4" (H)]
- No. of pages: 216 + 8 end paper
- Full colour throughout
- Padded cover casing with spine
- Thread sewn



366 FAVOURITE BEDTIME STORIES FROM AROUND THE WORLD



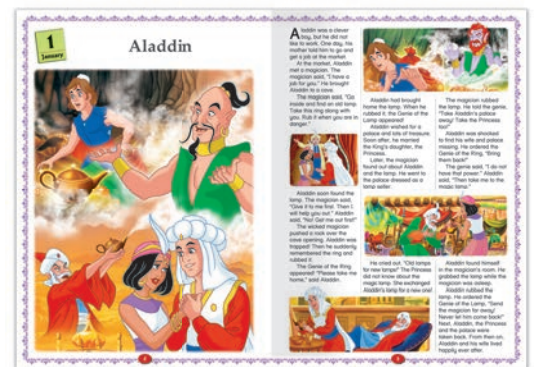
Welcome to a treasury of little stories from all over the world.

There are **fairy tales** to captivate you with magic and wonder, **fables** to remind you of values in daily life. There are **tales of wit and wisdom** to enlighten and amuse you and **feel-good stories** that uplift and inspire.

Colourful full-page illustrations help to bring each story to life.

For parents, teachers and storytellers, these stories are retold in simple and concise language.

There is something for everyone and for every day of the year!



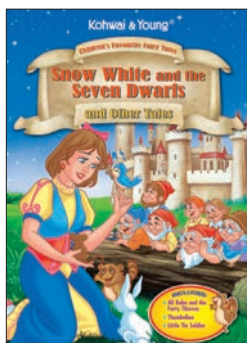
- Book size: 210mm (W) x 296mm (H) [8 1/4" (W) x 11 1/4" (H)]
- No. of pages: 216 + 8 end paper
- Full colour throughout
- Padded cover casing with spine
- Thread sewn



CHILDREN'S FAVOURITE FAIRY TALES

Each book in this series contains a compilation of 4 favourite fairy tales that have been adapted and edited based on the classic fairy tales, which have appealed to the young and old throughout the ages. The stories present a balanced structure of exciting texts accompanied by bright and lively

pictures that stimulate the imagination and enhance the child's understanding of the stories. It is a superb series to start the child on a fun and lasting adventure in reading. Collect all the 8 books for the child's library!

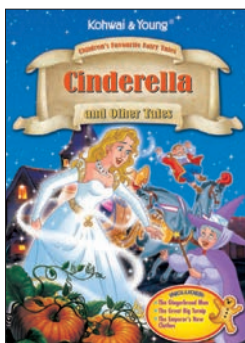


ISBN: 983-3536-95-6

Snow White and the Seven Dwarfs and Other Tales

Contents:

- Snow White and the Seven Dwarfs
- Ali Baba and the Forty Thieves
- Thumbelina
- The Little Tin Soldier



ISBN: 983-3536-96-4

Cinderella and Other Tales

Contents:

- Cinderella
- The Gingerbread Man
- The Great Big Turnip
- The Emperor's New Clothes

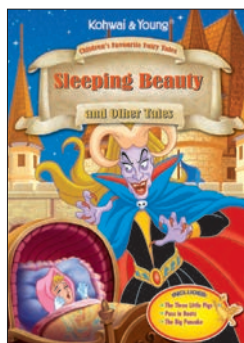


ISBN: 983-3536-97-2

Little Red Riding Hood and Other Tales

Contents:

- Little Red Riding Hood
- The Ugly Duckling
- The Princess and the Pea
- The Adventures of Sindbad

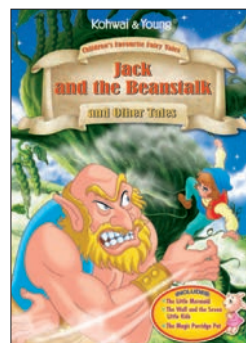


ISBN: 983-3536-98-0

Sleeping Beauty and Other Tales

Contents:

- Sleeping Beauty
- The Three Little Pigs
- Puss in Boots
- The Big Pancake

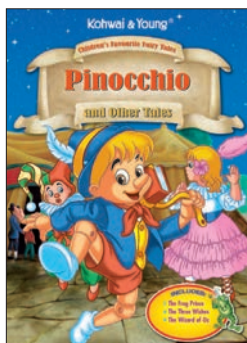


ISBN: 983-3536-99-9

Jack and the Beanstalk and Other Tales

Contents:

- Jack and the Beanstalk
- The Little Mermaid
- The Wolf and the Seven Little Kids
- The Magic Porridge Pot

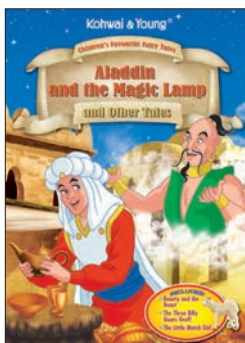


ISBN: 983-3664-00-8

Pinocchio and Other Tales

Contents:

- Pinocchio
- The Frog Prince
- The Three Wishes
- The Wizard of Oz

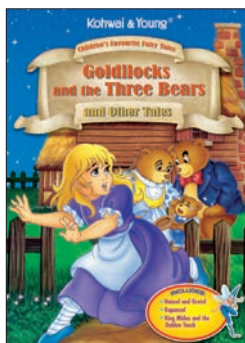


ISBN: 983-3664-01-6

Aladdin and the Magic Lamp and Other Tales

Contents:

- Aladdin and the Magic Lamp
- Beauty and the Beast
- The Three Billy Goats Gruff
- The Little Match Girl



ISBN: 983-3664-02-4

Goldilocks and the Three Bears and Other Tales

Contents:

- Goldilocks and the Three Bears
- Hansel and Gretel
- Rapunzel
- King Midas and the Golden Touch



- Book size: 184mm (W) x 260mm (H)
[7 1/4" (W) x 10 1/4" (H)]
- No. of pages: 72 (self end)
- Full colour throughout
- Padded cover casing with spine
- Thread sewn

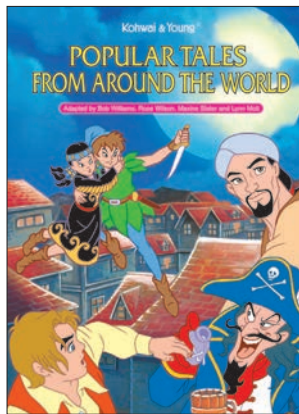
Rights Sold:

• Polish

TALES FROM AROUND THE WORLD

Children will enjoy these two collections of the best-loved stories of all times. The books **Popular Tales From Around the World** and **My Favourite Tales From Around the World** each contains 6 new versions of the classics that have been carefully edited and adapted for young readers. Each story presents a balanced structure of

exciting text accompanied by bright and lively illustrations that will take the child on a truly wonderful adventure in reading. Add these books to your child's library, and there is no end to the joy of reading with one story a day from each book!

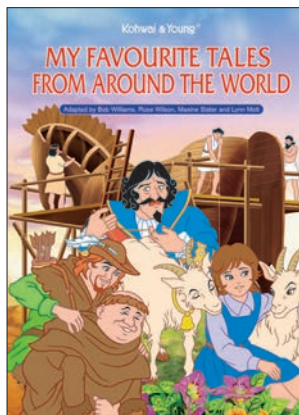


POPULAR TALES FROM AROUND THE WORLD

Contents:

- Peter Pan
- The Nightingale
- The Seven Voyages of Sindbad
- Black Beauty
- Treasure Island
- The Jungle Book

- Book size: 210mm (W) x 297mm (H) [8 1/4" (W) x 11 3/4" (H)]
- No. of pages: 192 + 8 end paper
- Full colour throughout
- Padded cover casing with spine
- Thread sewn



MY FAVOURITE TALES FROM AROUND THE WORLD

Contents:

- The Wizard of Oz
- Robin Hood
- The Three Musketeers
- Heidi
- The Trojan Horse
- The Swiss Family Robinson

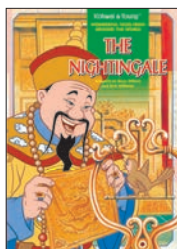
- Book size: 210mm (W) x 297mm (H) [8 1/4" (W) x 11 3/4" (H)]
- No. of pages: 192 + 8 end paper
- Full colour throughout
- Padded cover casing with spine
- Thread sewn



WONDERFUL TALES FROM AROUND THE WORLD



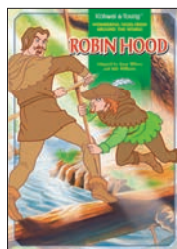
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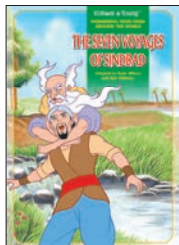
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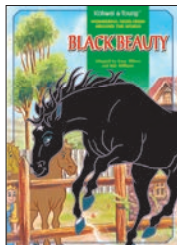
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ISBN: 983-3665-22-7



ISBN: 983-3665-23-3



ISBN: 983-3665-24-1



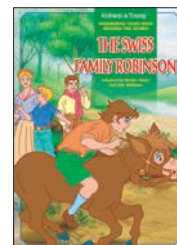
ISBN: 983-3665-25-X



ISBN: 983-3665-26-8



ISBN: 983-3665-27-6



ISBN: 983-3665-28-4

The **Wonderful Tales From Around the World** series is an exciting collection of some of the best-loved children's stories of all time. This new version of the children's classics has been carefully edited and adapted for young readers. Children will find the sentences easy to read and understand. Lively, colourful illustrations help to tell the story and make reading more enjoyable.

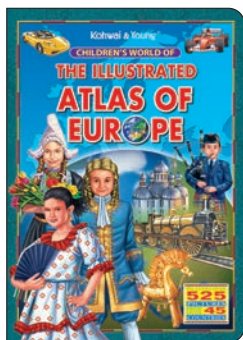
- Book size: 210mm (W) x 296mm (H) [8 1/4" (W) x 11 3/4" (H)]
- No. of pages: 40 (self end)
- Full colour throughout
- Padded cover casing with spine



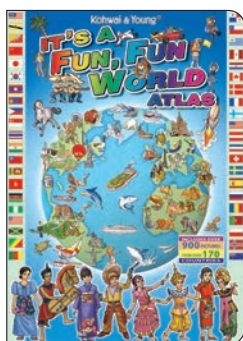
BOARD BOOKS



ISBN: 983-3536-46-8



ISBN: 978-983-3894-46-8



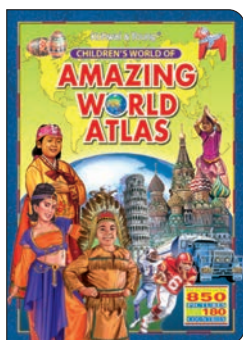
ISBN: 983-3371-17-5



These big board books are excellent for teaching young children about different things, animals and places around them and in the world.

Children can go on a fascinating trip around the world with *It's a Fun, Fun World Atlas*, or to the countries in Europe in *The Illustrated Atlas of Europe*, to learn about unique animals, plants, people and places. Each of these books stimulates inquisitive young minds and makes learning fun.

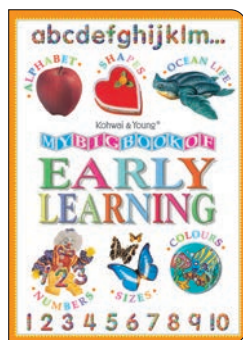
- Board Book size:
298mm (W) x 419mm (H)
[11 3/4" (W) x 16 1/2" (H)]
- No. of pages:
14 (including covers)
- Full colour throughout



* ISBN: 983-3536-70-0



* ISBN: 983-3488-51-X



*

■ Rights Sold:

- French • Polish
- Czech • Slovak
- Spanish
- Hungarian

183,000
COPIES SOLD

■ Rights Sold:

- Romanian
- English (Worldwide)
- Norwegian
- Slovak

126,000
COPIES SOLD

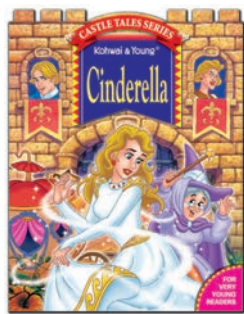
■ Rights Sold:

- Spanish
- French
- Czech

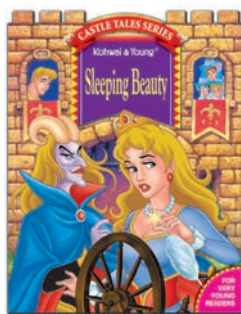
65,000
COPIES SOLD

- Board Book size:
298mm (W) x 419mm (H)
[11 3/4" (W) x 16 1/2" (H)]
- No. of pages:
14 (including covers)
- Full colour throughout

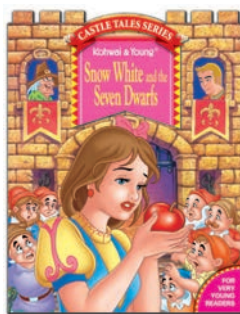
CASTLE TALES SERIES



ISBN: 978-967-396-311-9



ISBN: 978-967-396-313-3



ISBN: 978-967-396-312-6



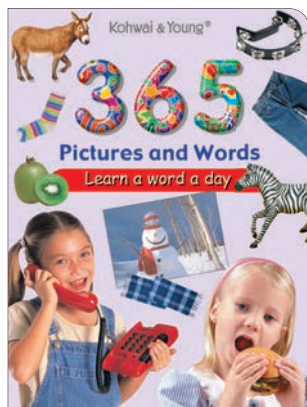
ISBN: 978-967-396-314-0

- Board Book size:
170mm (W) x 220mm (H)
[6 9/10" (W) x 8 7/10" (H)]
- Number of pages: 8
- Full colour throughout

This **Castle Tales Series** comprises 4 board books of fairy tales that have been adapted and edited for very young children. The big print and simple sentences make the story easy to read and understand. Lively, colourful illustrations help to make the reading experience more enjoyable. The parent can tell the story or read the story together with the child. With a unique castle shape look, the books are excellent gifts for your child!



365 PICTURES AND WORDS



ISBN: 983-3536-63-8

This book is specially designed for young children so that they can learn a word a day. There are 20 interesting topics with colourful pictures and a variety of words that the child can read and spell.

Parents can teach the child a word a day by pointing to a picture and saying the word aloud. Let the child learn to associate the picture with the word. Make learning fun by encouraging the child to identify a similar object in the home, where possible.

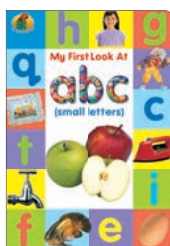
- Board Book size: 200mm (W) x 267mm (H) [7 9/10" (W) x 10 1/2" (H)]
- No. of pages: 22 (inclusive of covers)
- Full colour throughout



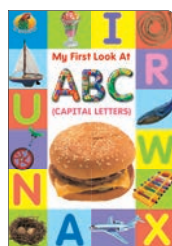
■ Rights Sold:

• Czech

MY FIRST BOARD BOOKS SERIES



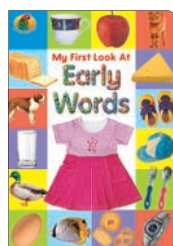
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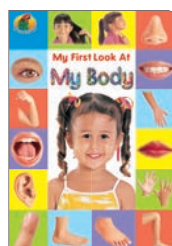
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ISBN: 983-2513-42-1



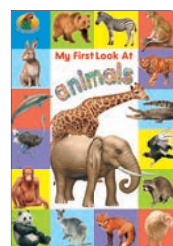
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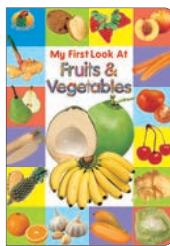
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ISBN: 983-2513-45-6



ISBN: 983-2513-46-4



ISBN: 983-2513-47-2



ISBN: 983-2513-48-0



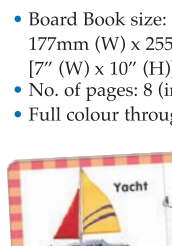
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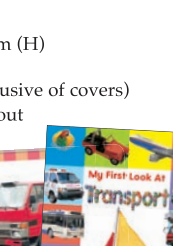
ISBN: 983-2513-50-2



ISBN: 983-2513-51-0



ISBN: 983-2513-45-6



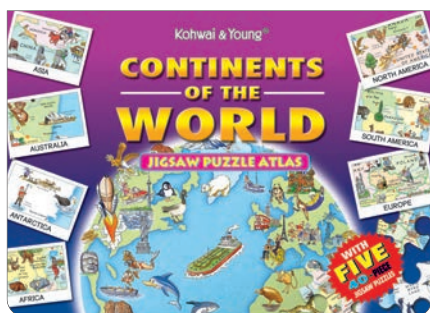
ISBN: 983-2513-45-6



- Board Book size:
177mm (W) x 255mm (H)
[7" (W) x 10" (H)]
- No. of pages: 8 (inclusive of covers)
- Full colour throughout

These books are made of durable board with strong binding, specially designed for young children to use. Vivid, colourful pictures help the child to learn letters, words and numbers easily. It is a perfect series for the child to develop early reading skills and a growing vocabulary.

JIGSAW PUZZLE ATLASES



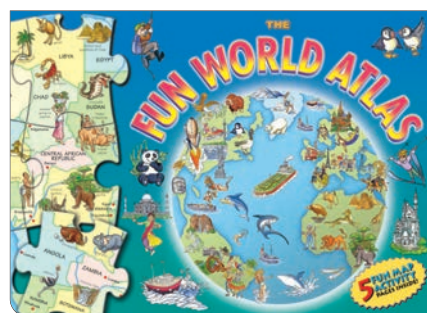
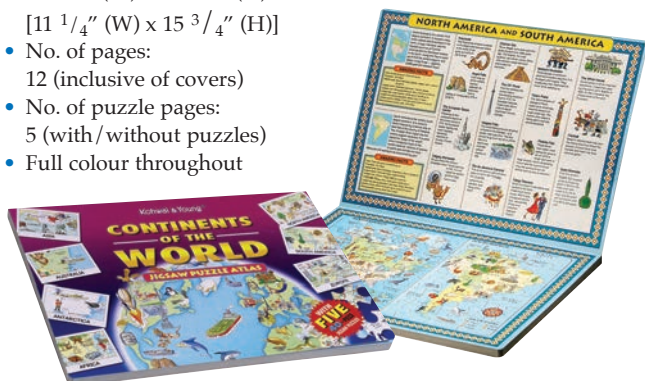
ISBN: 983-3664-33-4

CONTINENTS OF THE WORLD

This innovative and interactive jigsaw puzzle book atlas makes the subject of geography easy for children! Humorous, informative, fun-filled pictures are found all over each of the atlas' 5 map puzzle pages. These visual icons show famous landmarks, fascinating people, valuable resources and amazing animals. The icons are soon memorized by the child as he/she assembles and reassembles the jigsaw puzzle maps.

A lively and interesting text informs the reader about each continent, accompanied by a list of the important facts and figures. The *Continents of the World Jigsaw Puzzle Atlas* is excellent for both school and home use.

- Puzzle Book size:
286mm (W) x 400mm (H)
[11 1/4" (W) x 15 3/4" (H)]
- No. of pages:
12 (inclusive of covers)
- No. of puzzle pages:
5 (with/without puzzles)
- Full colour throughout



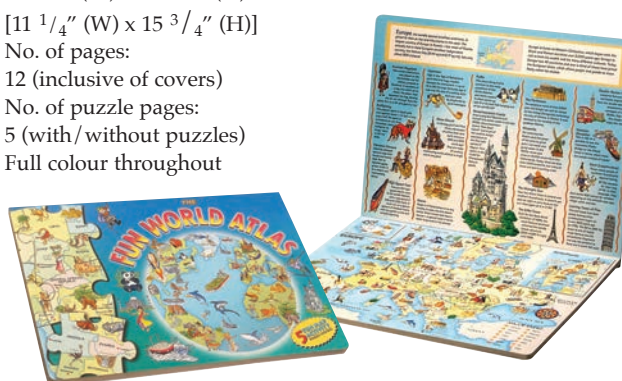
THE FUN WORLD ATLAS *

The child can travel around the world exploring the seven seas and seven continents with this fun, fact-filled atlas puzzle book! The text is easy to read and understand, and there are fascinating people, places and animals to find wherever the child looks! The child can also test his/her knowledge of geography as he/she takes apart and reassembles the 5 puzzle maps. It is a fun and educational adventure book to be enjoyed again and again. Superb for both school and home use!

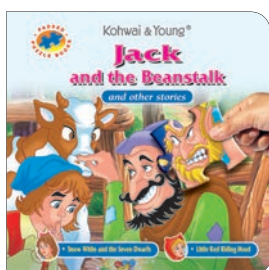


Rights Sold:	
• French	• Spanish
• Dutch	• Polish
• Slovak	• Serbian
• Russian	• Mexican

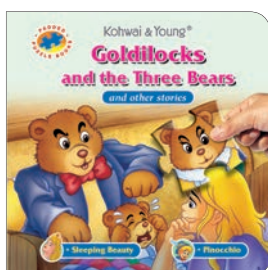
- Puzzle Book size:
286mm (W) x 400mm (H)
[11 1/4" (W) x 15 3/4" (H)]
- No. of pages:
12 (inclusive of covers)
- No. of puzzle pages:
5 (with/without puzzles)
- Full colour throughout



PADDED PUZZLE BOARD BOOKS



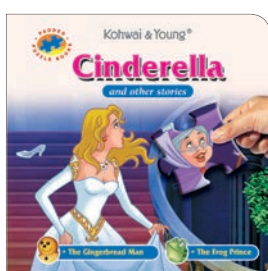
ISBN: 983-3664-42-3



ISBN: 983-3664-43-1



ISBN: 983-3664-44-X



ISBN: 983-3664-45-8

FAIRY TALES

This is a series of 4 delightful books with two purposes – read and 'play'! Each book contains three stories, and each story comes with jigsaw puzzles for the child to assemble. The stories, based on the original classic fairy tales that have appealed to young and old readers throughout the ages, have now been retold for the child to enjoy. The child will find each book, with its vivid full-colour illustrations, fascinating and fun.

- Padded Puzzle Book size: 190mm (W) x 190mm (H) [7 1/2" (W) x 7 1/2" (H)]
- No. of pages: 12.
- No. of puzzle pages: 6 (with/without puzzles)
- Full colour throughout

AMAZING ANIMAL PUZZLE BOOKS

Each of these 3 animal puzzle books contains fascinating facts about real animals, accompanied by interesting colourful illustrations. Parents/Teachers can help the child in reading about the animals and talking about them, thus enhancing the child's knowledge. Included

are 5 jigsaw puzzles for the child to assemble – so that the child can get to know these animals a whole lot better! Try playing a game by mixing up all of the puzzle pieces and see who can assemble all five puzzles first. The books are ideal for the school and home libraries.



ISBN: 983-3664-34-2

AMAZING WILD CATS!

The child will discover which big cat is the biggest – the lion or the tiger, which wild cat has furry feet that are like snowshoes, where the world's fastest land animal live, and much more about wild cats of every shape and size in *Amazing Wild Cats!*



ISBN: 983-3664-35-0

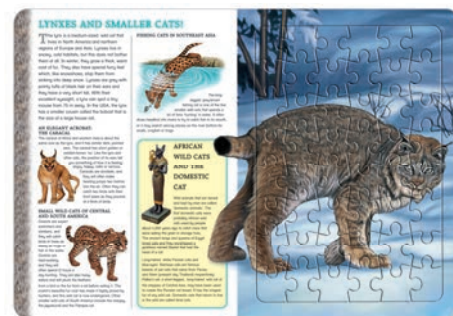
AMAZING DINOSAURS!

For over 150 million years, herds of gigantic plant-eating dinosaurs and packs of sly, meat-eating dinosaurs ruled the world. Find out about these incredible animals, such as *Tyrannosaurus rex*, *Stegosaurus*, and *Triceratops* – in *Amazing Dinosaurs!*



AMAZING BEARS!

Of all the wild animals on Earth, bears are among the largest and most powerful creatures to walk on land. With *Amazing Bears!* the child will get to know what bears are really like – what they look like, where and how they live.

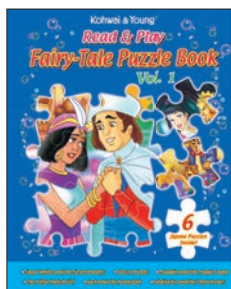


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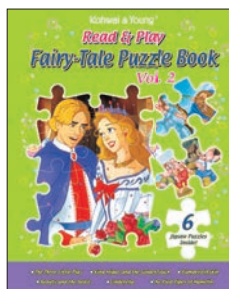
- Czech • Hungarian
- Spanish • French

- Puzzle Book size: 286mm (W) x 400mm (H) [11 1/4" (W) x 15 3/4" (H)]
- No. of pages: 12 (inclusive of covers)
- No. of puzzle pages: 5 (with/without puzzles)
- Full colour throughout

READ & PLAY PUZZLE BOARD BOOKS



ISBN: 983-3371-18-3



ISBN: 983-3371-19-1

READ & PLAY FAIRY-TALE PUZZLE BOOK: VOL. 1 READ & PLAY FAIRY-TALE PUZZLE BOOK: VOL. 2

Each of these books contains 6 stories, and each story comes with 1 jigsaw puzzle for the child to assemble. The stories, based on the original classic fairy tales that have appealed to young and old readers throughout the ages, have now been retold in a lively style for the child to enjoy. It is a fascinating book with two purposes – read and 'play'!



Rights Sold:

- Mandarin (China)
- Indonesian

- Hard cover Puzzle Book size: 220mm (W) x 275mm (H) [8 5/8" (W) x 10 3/4" (H)]
- No. of pages: 12
- No. of puzzle pages: 6 (with/without puzzles)
- Full colour throughout



ISBN: 983-3664-36-9



ISBN: 983-3664-37-7

READ & PLAY AMAZING WILD CATS! READ & PLAY AMAZING DINOSAURS!

What is the difference between leopards and jaguars? Which wild cat has furry feet that are like snowshoes? Open the pages of the *Amazing Wild Cats!* and find out the answers to these questions. For over 150 million years, herds of gigantic plant-eating dinosaurs and packs of sly, meat-eating dinosaurs ruled the world. Learn about these incredible animals in the *Amazing Dinosaurs!* There are 5 jigsaw puzzles in each book for the child to assemble and get to know these wild cats and dinosaurs a lot better.



- Hard cover Puzzle Book size: 220mm (W) x 275mm (H) [8 5/8" (W) x 10 3/4" (H)]
- No. of pages: 12
- No. of puzzle pages: 6 (with/without puzzles)
- Full colour throughout

2-PIECE EDUCATIONAL PUZZLES

Young children will have a fun, yet meaningful educational experience as they discover and learn with each of these sets of 2-piece puzzles. The sturdy puzzle pieces are easy to handle. The children can match two puzzle pieces by fitting them together correctly and learn the letter of the alphabet, name of objects/animals or number. Reinforce learning by encouraging the

children to say the word aloud or play a game with the puzzle pieces. The colourful pictures also help to stimulate learning. These sets of puzzles are suitable for young children in their early stages of learning, and can be used by one or more children. They help to develop:

- visual discrimination and eye-hand coordination
- matching and association skills
- logical thinking and problem-solving skills
- concentration, memory and observation skills
- alphabet and numbers awareness
- vocabulary, language and pre-reading skills



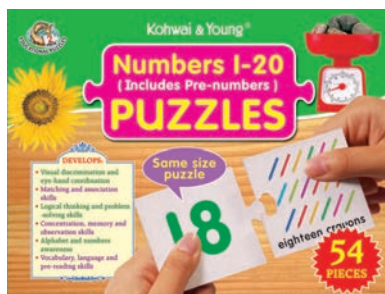
ISBN: 978-967-317-00-0



ISBN: 978-967-317-14-8



ISBN: 978-967-317-00-0

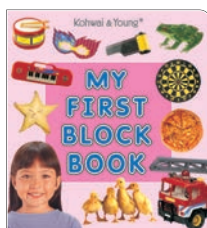


ISBN: 978-967-317-16-2

- Box size: 216mm (W) x 165mm (L) x 32mm (L)
[8 1/2" (W) x 6 1/2" (H) x 1 1/4" (H)]
- Puzzle size: 125mm (W) x 58mm (L)
[4 2/8" (W) x 2 1/4" (H)]
- No. of puzzle pages: 54

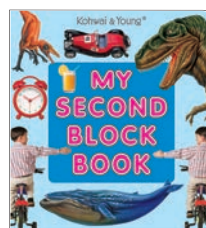


BLOCK BOOKS



ISBN: 983-3664-07-5

MY FIRST BLOCK BOOK



ISBN: 983-3664-08-2

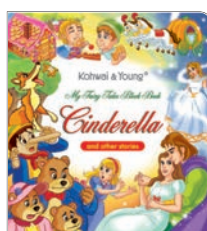
MY SECOND BLOCK BOOK



These two block books introduce young children to a variety of topics and vocabulary words. Vivid, colourful pictures make early learning enjoyable as children learn to associate the words with the pictures.

- Block Book size: 190mm (W) x 210mm (H)
[7 1/2" (W) x 8 1/4" (H)]
- No. of pages: 14 (inclusive of covers)

Rights Sold:
• Czech



ISBN: 983-3664-03-2

MY FAIRY TALES BLOCK BOOK – CINDERELLA AND OTHER STORIES



Contents:

- Cinderella
- Goldilocks and the Three Bears
- The Gingerbread Man
- Beauty and the Beast
- Pinocchio

The 6 stories in each of these fairy tales block books have been carefully edited and simplified from the popular classic fairy tales for very young children to enjoy. Lively, colourful illustrations also help to 'tell' the story and stimulate the imagination.



ISBN: 983-3664-04-0

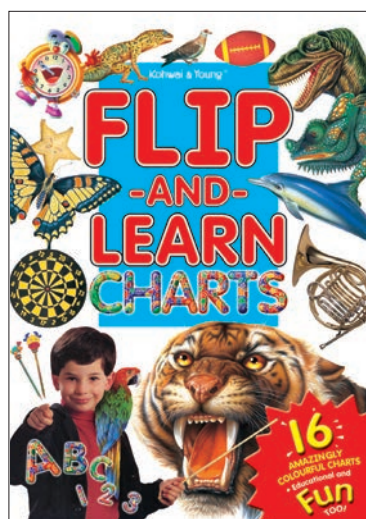
MY FAIRY TALES BLOCK BOOK – LITTLE RED RIDING HOOD AND OTHER STORIES



Contents:

- Little Red Riding Hood
- The Three Little Pigs
- Jack and the Beanstalk
- The Little Mermaid
- The Ugly Duckling
- Thumbelina

- Block Book size: 190mm (W) x 210mm (H)
[7 1/2" (W) x 8 1/4" (H)]
- No. of pages: 14 (inclusive of covers)



FLIP-AND-LEARN CHARTS

The 16 charts in this set of *Flip-and-Learn Charts* introduce children to a variety of topics. Children will find learning easy as they look at the pictures and associate them with the words. It is an excellent educational tool for both home and school use.

Contents:

- Alphabet – small letters
- Alphabet – capital letters
- Numbers 1-20
- Shapes
- Sizes
- My First Colour Chart
- Musical Instruments
- My Body
- Time
- Transport
- Animals
- Farm Animals
- Birds
- Reptiles
- Ocean Life
- Dinosaurs



262,000
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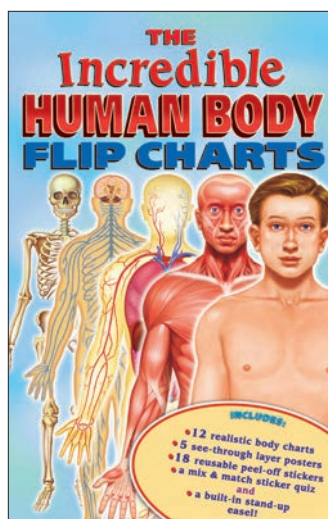
- French • Mandarin (China)
- Mandarin (Taiwan) • Croatian
- Czech • German • Hungarian
- Spanish • English (Philippines)

Mini size A Stand:

- 16 charts in a spiral-bound flip chart format
- Size: 184.15mm (W) x 260.35mm (H)
[7 1/4" (W) x 10 1/4" (H)]

Medium size A Stand:

- 16 charts in a spiral-bound flip chart format
- Size: 285.75mm (W) x 412.75mm (H)
[11 1/4" (W) x 16 3/4" (H)]

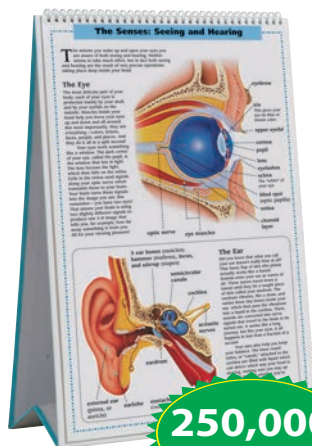


THE INCREDIBLE HUMAN BODY FLIP CHARTS

The child will learn about how different organs of the body work in these 12 realistic body charts. There are 4 see-through layer posters, 18 reusable peel-off stickers, and a mix & match sticker quiz. With a built-in stand-up easel, the teacher can flip and turn the charts easily.

Contents:

- My Incredible Body
- The Skeleton
- The Muscles
- The Nervous System
- The Senses: Seeing and Hearing
- The Senses: Tasting and Smelling
- The Brain
- The Blood Circulation System
- The Lungs and Respiratory System
- The Digestive System
- Reproduction and Pregnancy
- The Incredible Human Body Mix & Match Puzzle Quiz



250,000
COPIES SOLD

■ Rights Sold:

- French • Spanish
- Portuguese • Russian
- Serbian • Hungarian • Czech

- Size: 203.2mm (W) x 317.5mm (H)
[8" (W) x 12 1/2" (H)]
- 12 charts in a spiral-bound flip chart format



ISBN: 978-967-317-41-2

FLIP & LEARN CLOCK CHARTS

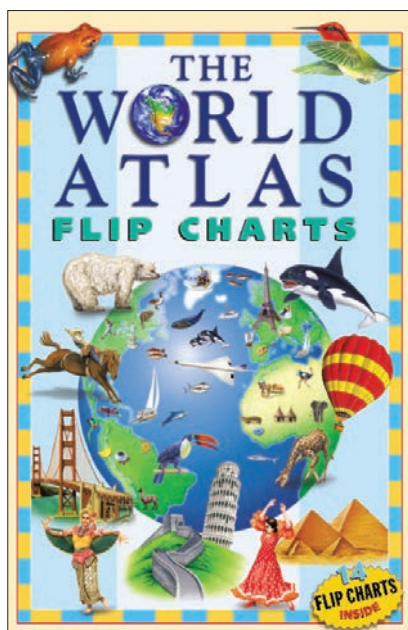
- **How to read clocks and tell time**
- **Number recognition skill**

This *Flip & Learn Clock Charts* provides the child with an interactive 'hands-on' approach to learn to tell time. The concept of time is introduced through the use of some pictorial events at certain times of the day and night. It is a fun, exciting learning experience every time the child experiments with or moves the hands of the clocks on the chart and learns to tell time. The child will also be able to develop number recognition and numeric sequence skills as well as understand the units for measuring time. It is an ideal time-telling tool to use in the classroom.



- Size: 285.75mm (W) x 406.4 mm (H)
[11 1/4" (W) x 16" (H)]
- 12 charts in a spiral-bound flip chart format
- Includes 2 clocks with movable hands

FLIP CHARTS: ATLASES



THE WORLD ATLAS

With *The World Atlas Flip Charts*, children can explore and learn about the fascinating people, places, and animals found all over the world. The 16 full-colour, detailed maps also contain the flags and capitals of 180 countries. A valuable educational tool for both home and school use that makes geography fun and interesting!



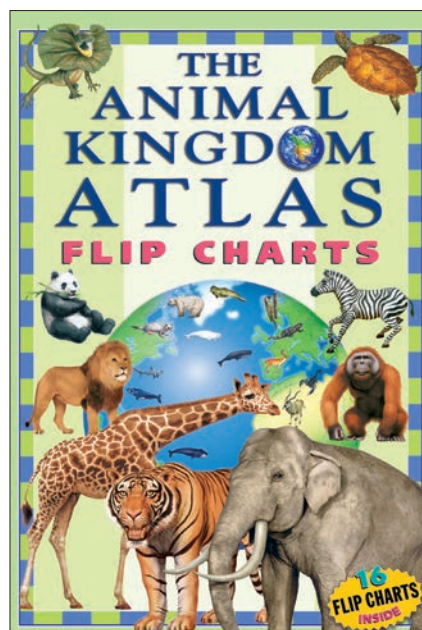
■ Rights Sold:

- French ● Czech ● Spanish
- Hungarian ● Portuguese
- Slovak ● Polish

FLIP CHARTS
173,000
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BIG BOOK
195,000
COPIES SOLD

- Size: 298.45mm (W) x 457.2mm (H)
[11 3/4" (W) x 18" (H)]
- 14 charts in a spiral-bound flip chart format



THE ANIMAL KINGDOM ATLAS

An exciting wildlife adventure awaits the children in *The Animal Kingdom Atlas Flip Charts*, where they can explore and learn about more than 600 incredible animals found over 175 countries. There is no end to all the fun and knowledge the children will gain each time they flip open these charts. Ideal for both home and school use!



- Size: 298.45mm (W) x 457.2mm (H)
[11 3/4" (W) x 18" (H)]
- 14 charts in a spiral-bound flip chart format

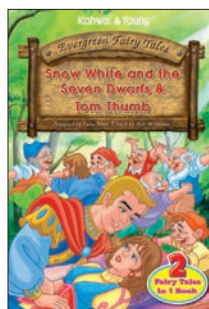
EVERGREEN FAIRY TALES



ISBN: 983-3754-46-5



ISBN: 983-3754-47-3



ISBN: 983-3754-48-1



ISBN: 983-3754-49-X



ISBN: 983-3754-50-3



ISBN: 983-3754-51-1



ISBN: 983-3754-52-X



ISBN: 983-3754-53-8



ISBN: 983-3754-54-6



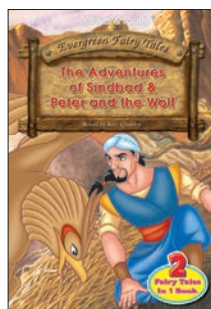
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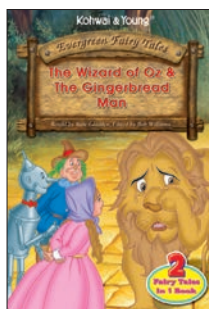
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ISBN: 983-3754-58-9



ISBN: 983-3754-59-7



ISBN: 983-3754-60-0



ISBN: 983-3754-61-9



ISBN: 983-3754-62-7



ISBN: 983-3754-63-5



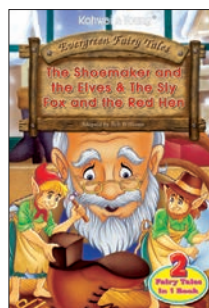
ISBN: 983-3754-64-3



ISBN: 983-3754-65-1



ISBN: 983-3754-66-X



ISBN: 983-3754-67-8



ISBN: 983-3754-68-6



ISBN: 983-3754-69-4

Children will have an exciting time reading these classic fairy tales that have been retold in a simple, readable style. Each of these 24 books contains two delightful stories. Vivid, colourful illustrations capture the imagination and make the stories even more enjoyable.

- Book size: 129mm (W) x 180mm (H)
[5" (W) x 7" (H)]
- No. of pages: 40 (self end)
- Full colour throughout
- Hard cover casing with spine
- Thread sewn



■ Rights Sold:

● Polish

I CAN READ ALL BY MYSELF – FAIRY TALES

The *I Can Read All By Myself Fairy Tales* is an early readers collection of 24 books specially designed for young children. Each story in this series contains a description of the main characters as well as a helpful summary of the new vocabulary words learned. This superb collection of favourite childhood stories is divided into four levels according to the child's reading ability.

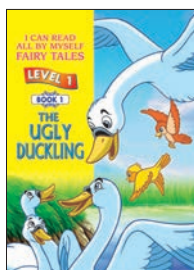
LEVEL 1: For the youngest readers who have just learned to recognize basic words and can sound out longer words

LEVEL 2: For children who can read short sentences and are ready for longer words and more complicated sentence structures

LEVEL 3: For children who can read short stories confidently and are now ready for longer texts with more details

LEVEL 4: For advanced children who are ready to learn a variety of expressions and further enrich their vocabulary

Level 1



DKS001

ISBN: 983-3481-71-X

The Ugly Duckling

A grey little duckling is chased away by his family. He has no friends and is alone. But when spring comes, he experiences real joy when he finds out what he really is.



DKS002

ISBN: 983-3481-72-8

Goldilocks and the Three Bears

A little girl enters the house of a family of bears while they are out. She eats up Baby Bear's porridge, sits in his chair, and sleeps in his bed. But then the bears return.



DKS003

ISBN: 983-3481-73-6

The Magic Porridge Pot

An old woman gives a poor little girl a magic pot that can cook tasty porridge. One day, the girl's mother asks the pot to cook porridge but she forgets the magic words to stop it.



DKS004

ISBN: 983-3481-74-4

Little Red Riding Hood

A little girl who is on her way to visit her grandmother tells a wolf where she is going. The sly wolf runs off to Granny's house, too, for he has plans for both of them.



DKS005

ISBN: 983-3481-75-2

The Gingerbread Man

A gingerbread man runs away from an old woman. He meets a cow and a horse but they cannot catch him. Then he meets a fox who offers to take him across a river.



DKS006

ISBN: 983-3481-76-0

The Great Big Turnip

A farmer finds that one of the turnips in his garden has grown very large. No one, not even the dog or the cat, is able to help pull the turnip out. Then the mouse comes to help. Can they do it?

Level 2



DKS007

ISBN: 983-3481-77-9

The Three Wishes

A woodcutter's wife thinks that he is daydreaming when he tells her that an elf has granted him three wishes. But then he wishes for sausages to eat. Does the wish come true? Find out for yourself!



DKS008

ISBN: 983-3481-78-7

The Three Billy-Goats Gruff

Three billy-goats have to cross an old bridge, one at a time, to get to the other side of a wide stream. Each time, a big, hungry troll stops the billy-goat and wants to eat it.



DKS009

ISBN: 983-3481-79-5

The Frog Prince

A frog wants a princess to grant him his wish for helping her to get her ball that has fallen into a pond. The princess has to allow the frog to eat from her plate and sleep in her bed.

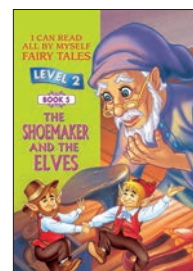


DKS010

ISBN: 983-3481-80-9

Jack and the Beanstalk

Join a boy named Jack as he climbs up a huge beanstalk to a giant's castle. On the first day, he gets away safely with some gold coins. But on the second day, the giant hears him.



DKS011

ISBN: 983-3481-81-7

The Shoemaker and the Elves

Every morning, an old shoemaker finds that someone has finished making some shoes for him. He sells the shoes for a lot of money, but soon he and his wife decide to see who their helpers are.



DKS012

ISBN: 983-3481-82-5

The Pied Piper of Hamelin

A pied piper helps to get rid of rats that are troubling the people in the town of Hamelin. But when the Mayor refuses to pay the pied piper, he begins to play a different tune – and the children come running out to him.

I CAN READ ALL BY MYSELF – FAIRY TALES

Level 3

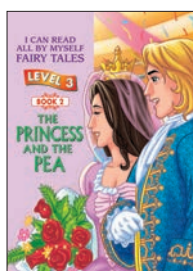


DKS013

ISBN: 983-3481-83-3

Sleeping Beauty

A princess falls into a deep sleep for a hundred years after she pricks her finger on the spindle of a spinning wheel. Only the kiss of her true love will wake her up.



DKS014

ISBN: 983-3481-84-1

The Princess and the Pea

A girl who says she is a princess comes to a prince's castle to take shelter from a storm. The Queen decides to find out whether the girl is a true princess – by using a pea – so that her son can get married!



DKS015

ISBN: 983-3481-85-X

Snow White and the Seven Dwarfs

A princess finds out that her stepmother wants to kill her. She runs away into the forest, where seven dwarfs find her and invite her to stay with them. But one day, the Queen comes to the cottage.



DKS016

ISBN: 983-3481-86-8

The Emperor's New Clothes

An emperor hires two sly tailors to make him some clothes that are invisible to people who are fools. In the end, a little boy's honest words make him realize that he is the real fool.

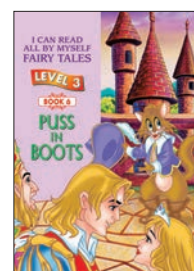


DKS017

ISBN: 983-3481-87-6

The Little Tin Soldier

A one-legged little tin soldier meets a pretty ballerina, but one day, he falls down into the street. Join in his adventure as he sails down a canal into the sea. Will he see his pretty ballerina again?



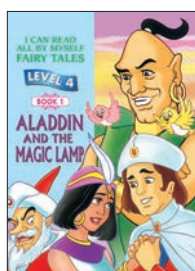
DKS018

ISBN: 983-3481-88-4

Puss in Boots

A cat cleverly paves the way for his poor master to get rich. He gives gifts to the king, gets a castle for his master, and even plans for the king and the princess to meet his master.

Level 4



DKS019

ISBN: 983-3481-89-2

Aladdin and the Magic Lamp

A magician traps Aladdin inside a cave when he refuses to let the magician have the lamp he has found. Aladdin discovers that the lamp is magic. But one day the magician gets hold of the lamp.

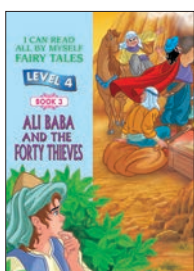


DKS020

ISBN: 983-3481-90-6

Alice in Wonderland

Join a girl named Alice for an unusual adventure as she follows a white rabbit down a rabbit hole. She meets some funny creatures, and the Queen of Hearts who ordered Alice's head to be chopped off!

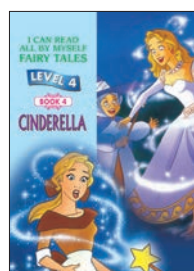


DKS021

ISBN: 983-3481-91-4

Ali Baba and the Forty Thieves

A band of forty thieves wants to kill Ali Baba after finding out that he knows about the treasures in their cave. But Ali Baba's servant girl manages to save his life.



DKS022

ISBN: 983-3481-92-2

Cinderella

A fairy godmother helps Cinderella to go to a royal ball, but she has to be home by midnight. Cinderella loses one of her glass shoes while running from the ballroom. The prince finds the shoe and begins searching for her.



DKS023

ISBN: 983-3481-93-0

Thumbelina

Poor Thumbelina! First a mother toad carries her away so that her son can marry her. After escaping from them, she goes to live with a mouse, but then a mole asks her to marry him. How can she get away?



DKS024

ISBN: 983-3481-94-9

Pinocchio

Pinocchio is a wooden puppet that can walk and talk. Instead of going to school one day, he decides to watch a puppet show. Join Pinocchio in his adventures and find out what happens.



- Book size: 129mm (W) x 180mm (H)
[5" (W) x 7" (H)]
- No. of pages: Levels 1 & 2 = 32
Levels 3 & 4 = 48
- Full colour throughout • Thread sewn
- Hard cover casing with spine

EDUCATIONAL POSTERS



978-983-3894-14-7 • WWE 1301



978-983-3894-13-0 • WWE 1302



978-983-3894-22-2 • WWE 1303



978-983-3894-27-7 • WWE 1304



978-967-396-101-6 • WWE 1305



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978-983-3894-17-8 • WWE 1308



978-983-3894-18-5 • WWE 1309



978-983-3894-21-5 • WWE 1310



978-967-396-168-9 • WWE 1311



978-967-396-770-4 • WWE 1318



978-967-396-077-4 • WWE 1314



978-983-3894-25-3 • WWE 1316

- Poster size:
508mm (W) x 762mm (H)
[20" (W) x 30" (H)]
- Lamination both sides



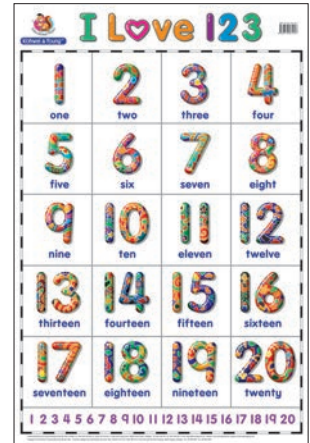
ISBN: 978-967-396-101-6



ISBN: 978-967-396-102-3



ISBN: 978-967-396-103-0



ISBN: 978-967-396-104-7



ISBN: 978-967-396-105-4



ISBN: 978-967-396-106-1



ISBN: 978-967-396-107-8

- Poster size:
508mm (W) x 762mm (H)
[20" (W) x 30" (H)]
- Lamination both sides

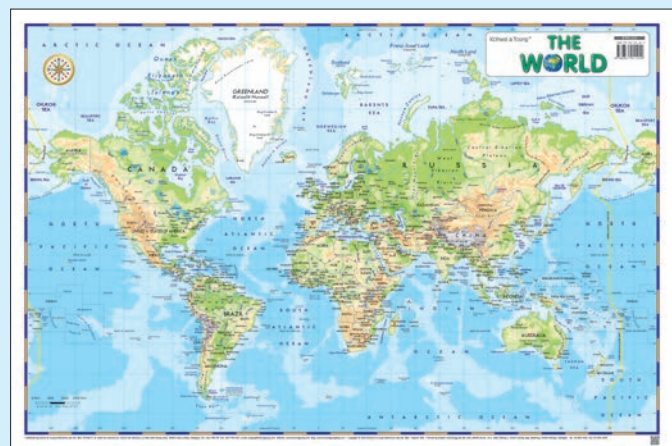


ISBN: 978-983-3536-30-6



ISBN: 978-983-3536-31-3

• WWE 1312



ISBN: 978-983-191-124-2

• WWE 1313

MAPS

These 3 maps are perfect for enhancing knowledge, stimulating active learning and developing map-reading skills. Teachers/Parents can use the maps to introduce and locate the states in Malaysia or the countries in the world. The maps are excellent for both school and home use.

- Poster size:
762mm (W) x 508mm (H)
[30" (W) x 20" (H)]
- Lamination both sides



EDUCATIONAL POSTERS



ISBN: 978-983-3894-23-9



ISBN: 978-983-3894-24-6



ISBN: 978-983-3894-25-3



ISBN: 978-983-3894-89-5



ISBN: 978-983-3894-28-4



ISBN: 978-983-3894-19-2



ISBN: 978-983-3894-90-1



ISBN: 978-983-3894-91-8



ISBN: 978-983-3894-92-5



ISBN: 978-983-3894-15-4



ISBN: 978-983-3894-20-8

- Poster size: 508mm (W) x 762mm (H) [20" (W) x 30" (H)]
- Lamination both sides

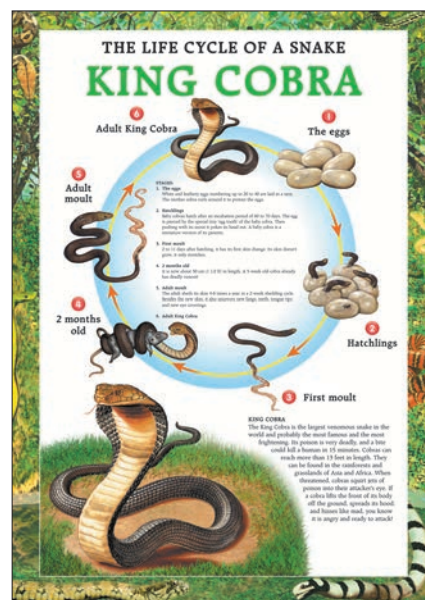
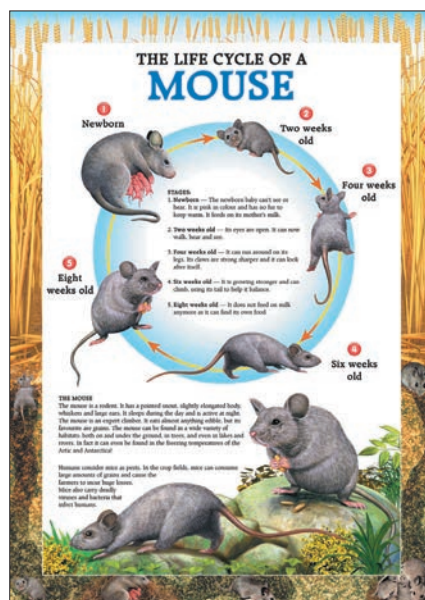
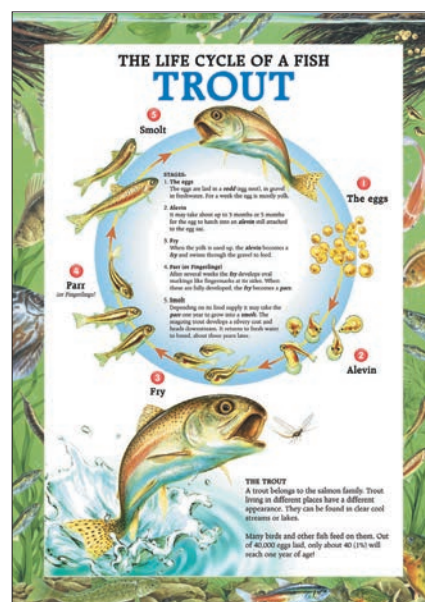
LIFE CYCLES OF ANIMALS

Discovering how baby animals grow into adult animals often fascinates a young child. These big posters have been specially designed to facilitate parents and teachers in introducing children to the various stages of an animal's growth. The posters are easy to use and are excellent teaching aids to generate the children's interest and increase knowledge.

Simple description of the stages and vivid, full-colour illustrations will help the children to understand the life cycles easily. There is also a brief introduction that tells the children about the animal.

Allowing children to ask questions and do research on these animals will further stimulate learning and develop critical and creative thinking skills.

- Poster size: 431.8mm (W) x 609.6mm (H) [17" (W) x 24" (H)]
- Both sides lamination



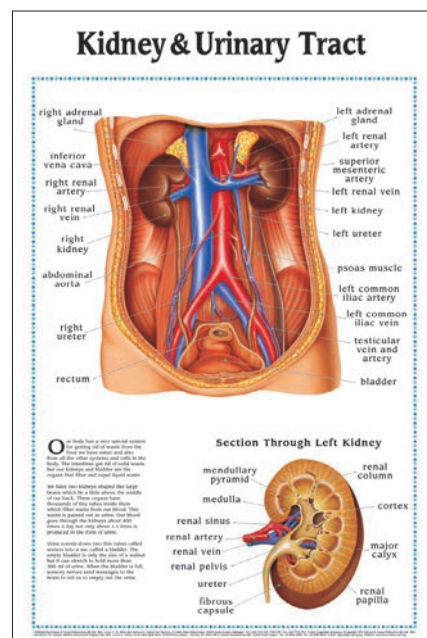
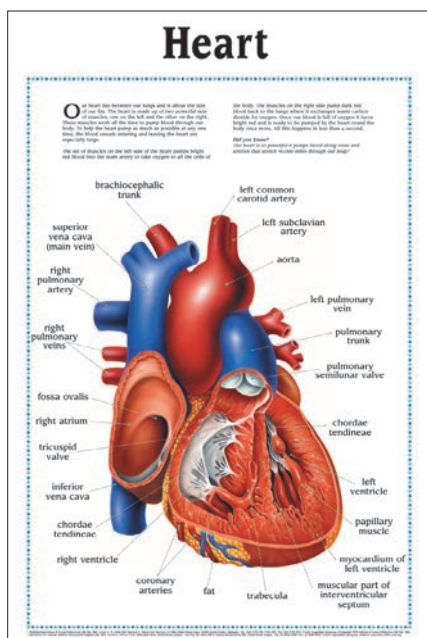
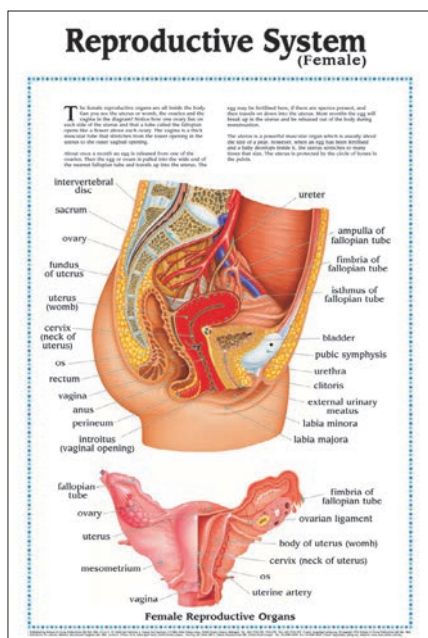
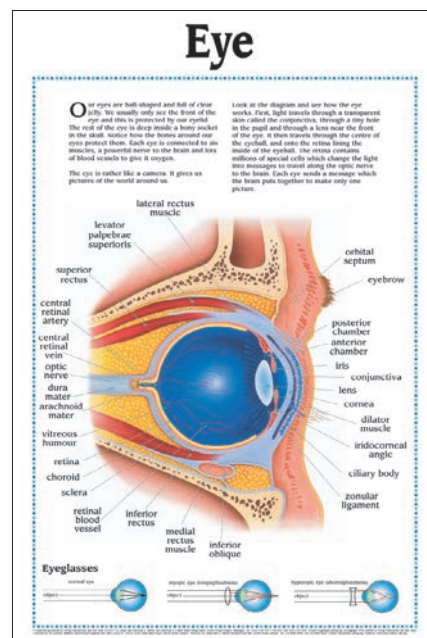
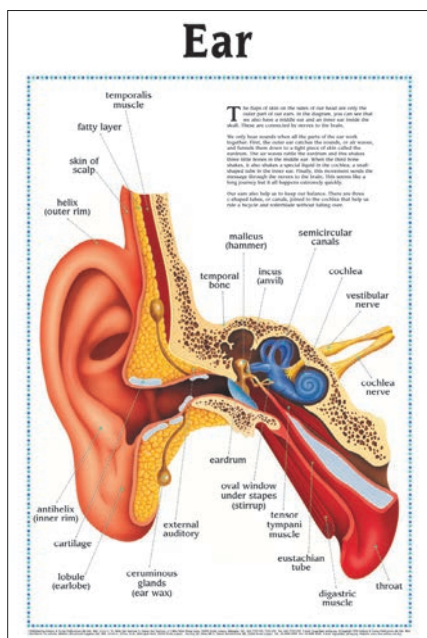
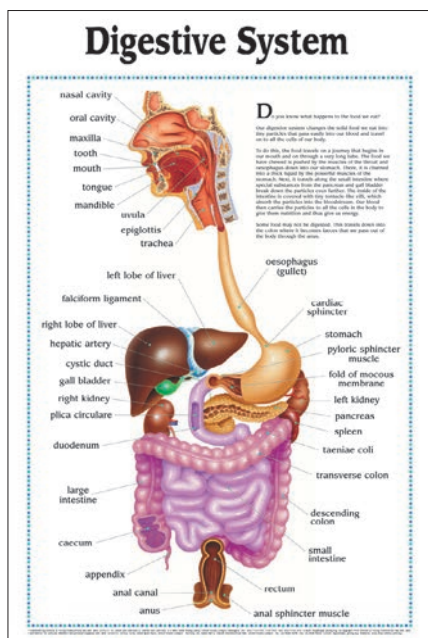
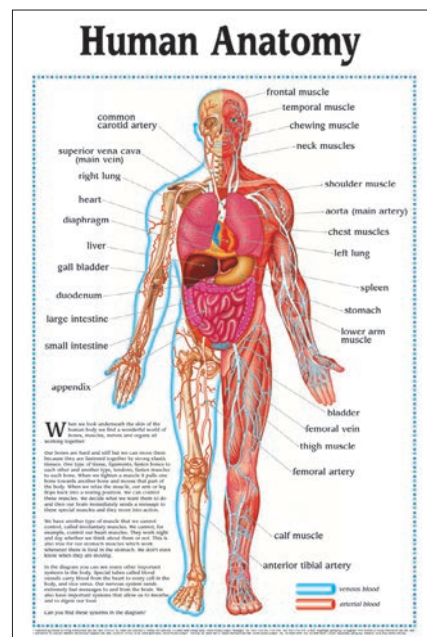
HUMAN ANATOMY

These posters have been prepared for practical and lasting use. They can be wiped clean easily. The posters are useful tools for the child to learn and understand various important parts of our body. Vivid illustrations and brief explanation about the human anatomy help to enhance the child's knowledge.

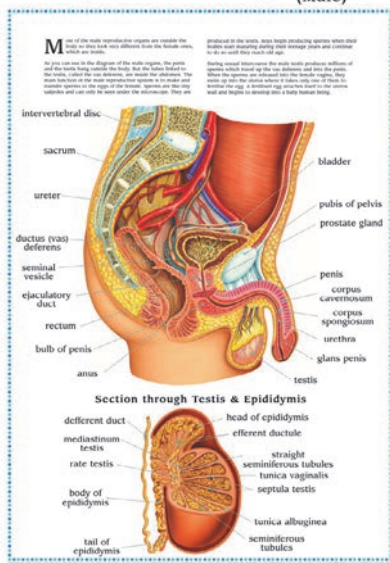
- Poster size: 508mm (W) x 762mm (H)
[20" (W) x 30" (H)]
- Both sides lamination

Rights Sold:

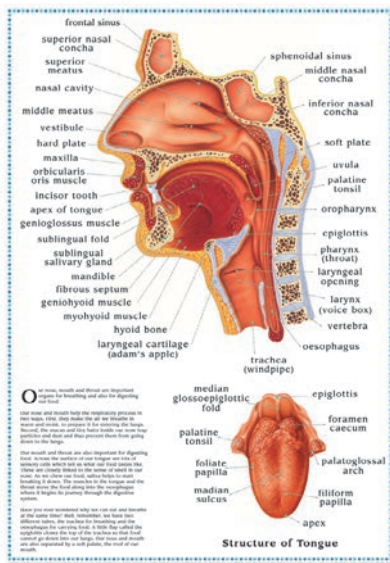
- England



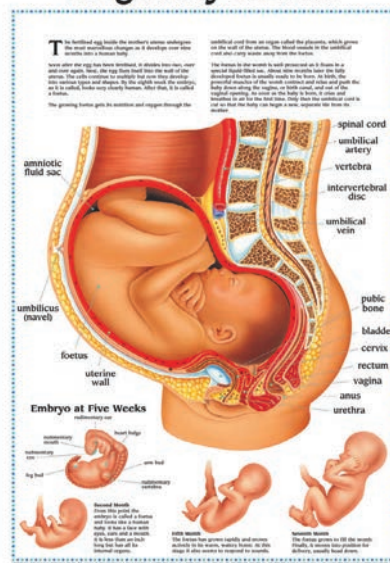
Reproductive System (Male)



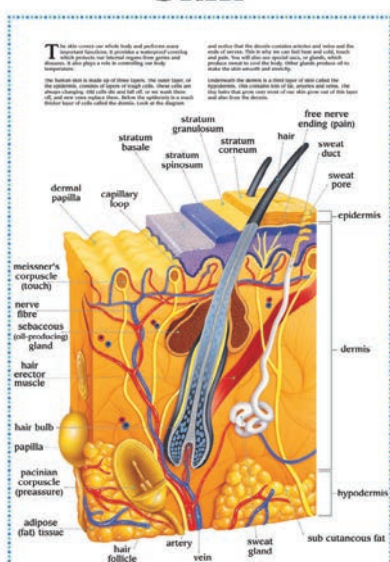
Nose, Mouth & Throat



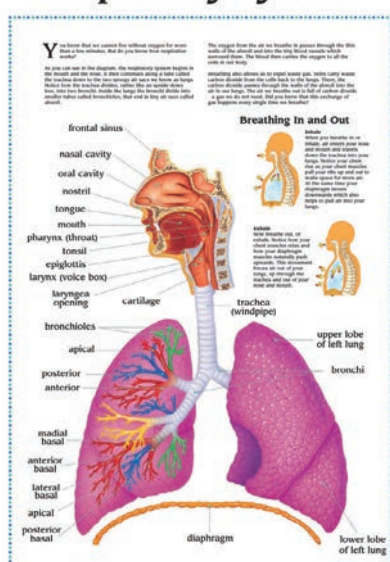
Pregnancy & Birth



Skin



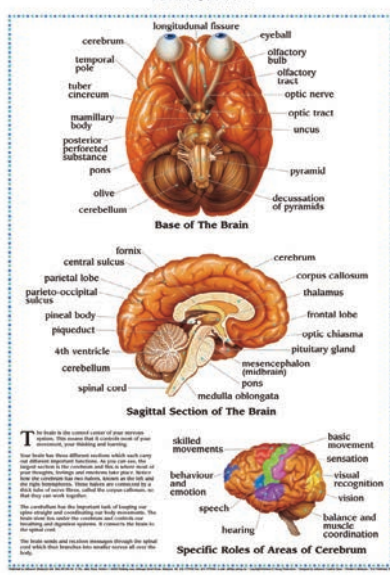
Respiratory System



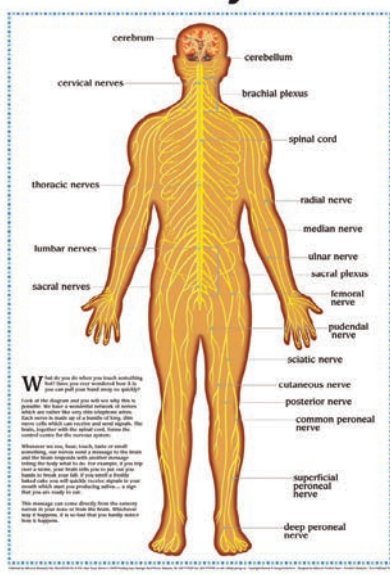
Skeleton



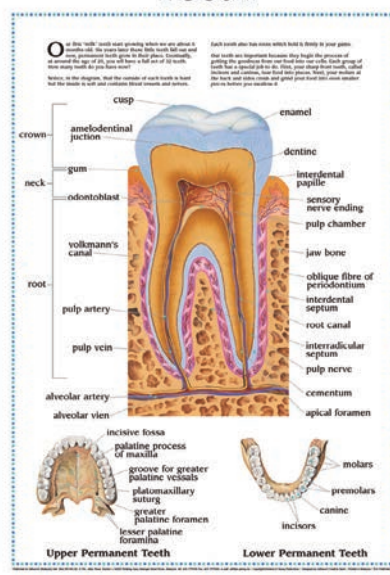
Brain



Nervous System



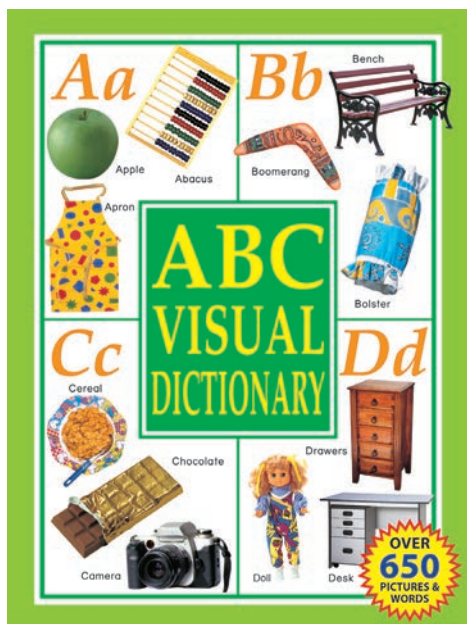
Teeth



ABC VISUAL DICTIONARY

This dictionary is a stimulating valuable handbook for young children, encouraging early reading skill and a growing vocabulary. It is a superb book for both school and home use. With over 650 words and vivid photographs/illustrations, children can look forward to easy learning and enjoyment. They will learn to recognize the capital and small letters of

the alphabet, say the name of each letter, and read simple words that begin with a particular letter. The pictures are useful for helping the children understand the words as they learn picture-word association skill. Where possible, parents/teachers can reinforce learning by asking the children to identify real objects around them.



ISBN: 983-3665-89-6
ISBN: 978-983-3665-89-1

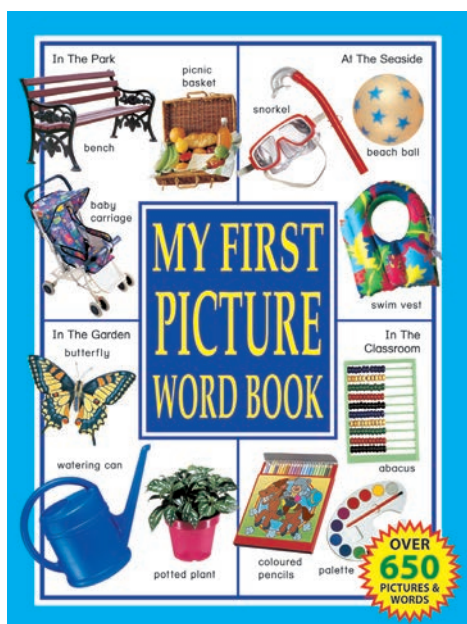


- Book size: 184mm (W) x 260mm (H) [7¼" (W) x 10¼" (H)]
- No. of pages: 48 • Perfect bind • Thread sewn
- Full colour throughout

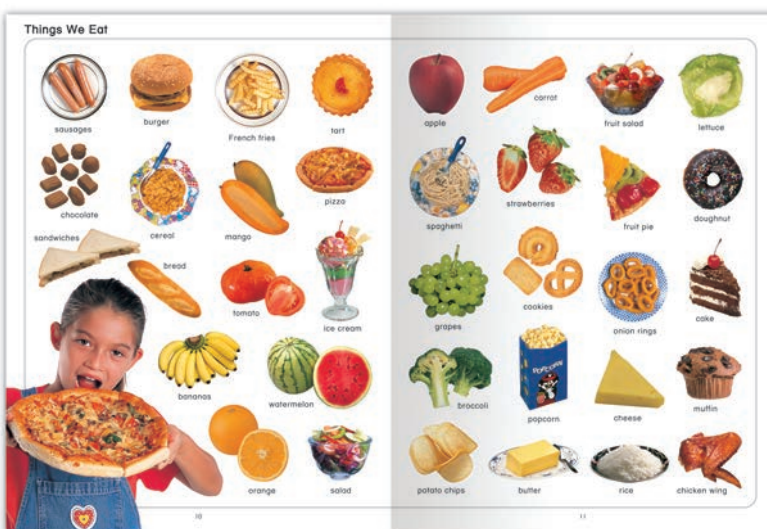
MY FIRST PICTURE WORD BOOK

This book is a great introduction to early learning of things in general around the child. There are more than 650 words and vivid photographs/illustrations, presented under various themes which cover things at home and outside, actions, colours, shapes, numbers, etc. The thematic approach makes

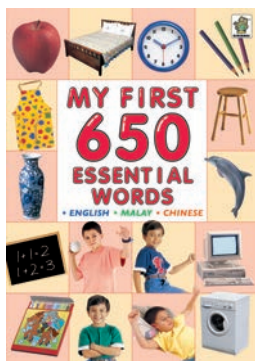
learning more meaningful and effective as it enables children to learn words in context. Parents/Teachers can also encourage the children to give other relevant words based on each theme, or talk about the pictures. It is a superb book for vocabulary building and developing language skills.



ISBN: 983-3665-90-X
ISBN: 978-983-3665-90-7



- Book size: 184mm (W) x 260mm (H) [7¼" (W) x 10¼" (H)]
- No. of pages: 48 • Perfect bind • Thread sewn
- Full colour throughout



ISBN: 978-983-191-299-3



• ENGLISH • MALAY • CHINESE



ISBN: 978-983-191-300-0



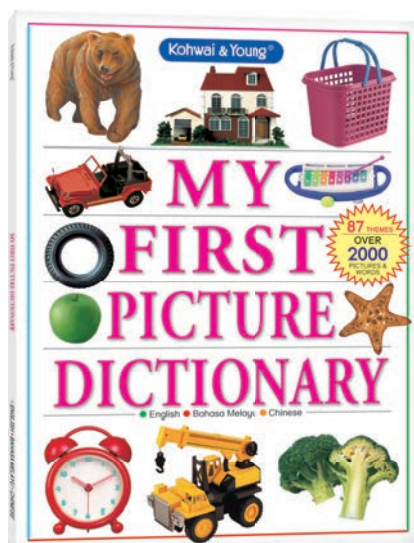
• ENGLISH • MALAY • JAWI

This book contains more than 650 word in English, Malay, Chinese and Jawi for children to learn words in thematic context, 'Suku Kata' is provided for the Malay words to enable the children to read the words easily. The colourful picture in the book help to enhance visual understanding of the words. It is a useful book for vocabulary buliding and language development. Suitable for both school and home use.

TRILINGUAL EDITIONS

- Book size: 210mm (W) x 298mm (H)
[8 ¼" (W) x 7 ¾" (H)]
- No. of pages: 56 (full colour)
- Perfect bind with spine

MY FIRST PICTURE DICTIONARY



ISBN: 978-967-396-079-8
WDE1001



87
THEMES OVER
2,000
PICTURES &
WORDS

My First Picture Dictionary is an excellent reference tool that takes the child on a wonderful journey of discovery and learning words based on themes. It contains numerous colourful pictures accompanied by useful words that will help to educate and stimulate the child's mind. The child will learn the names of familiar objects, animals, fruits, flowers, occupations, sports, etc. as well as discover new words to many more things.

Key features:

- 2,000 useful words and concepts for vocabulary building
- A wide variety of interesting topics for knowledge acquisition
- Full-coloured photographs and illustrations to enhance understanding
- Trilingual (English, Bahasa Melayu with 'suku kata', and Chinese with Hanyu Pinyin) for effective learning

My First Picture Dictionary is also perfect as a source for ideas and for improving word recognition skill. It is an ideal hands-on guide for both school and home use to give children a head start into the world of learning.

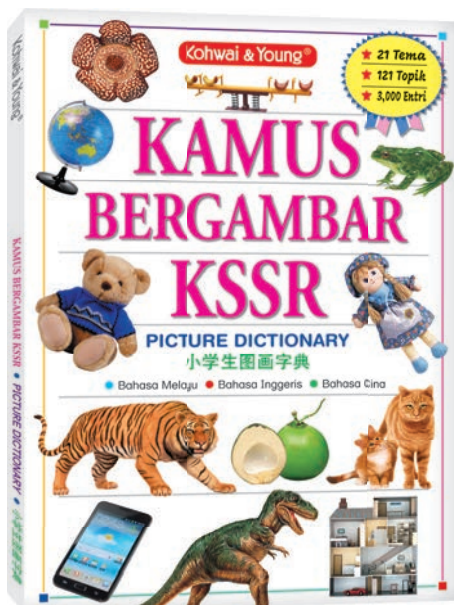
• ENGLISH
• BAHASA MELAYU
• 中文 hànǚ pīnyīn

- Book size: 224mm (W) x 300mm (H)
[8 ¾" (W) x 11 ¾" (H)]
- No. of pages: 64
- Perfect bind with spine

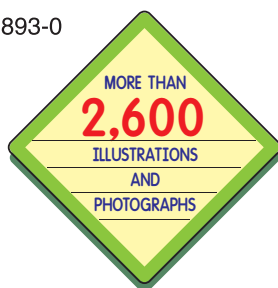


KAMUS BERGAMBAR KSSR

• PICTURE DICTIONARY • 小学生图画字典



ISBN: 987-967-396-893-0
WDM5209



- Bahasa Melayu
- Bahasa Inggeris
- Bahasa Cina

- Size: 185mm x 260mm
- Book: 4 colours
- No of pages: 136pp
- Perfect Bind with Spine

Key features:

- 3,000 useful words and concepts for vocabulary building
- A wide variety of interesting topics for knowledge acquisition
- Full-coloured photographs and illustrations to enhance understanding



Mr. Tam Koh Wai, the founder and president of Kohwai & Young Publications, has more than 30 years of experience in the fields of marketing, advertising and publishing. Although visually impaired from an automobile accident, Kohwai is still very actively involved in the running of the company. With books having colourful, high quality illustrations as well as engaging texts, Kohwai hopes that his publishing projects will bring joy and 'colours' to the minds of less fortunate children of the world.



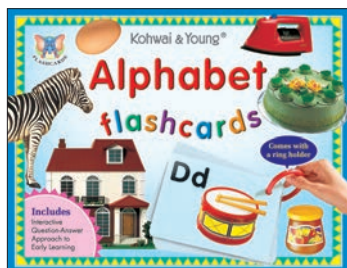
Mr. Young Poh Loon, co-founder and Chief Operating Officer of Kohwai & Young Publications, has more than 18 years of experience in the creative and production sectors in the advertising industry. A graduate in Communication Arts, he has worked at international advertising agencies such as Ted Bates Malaysia and AP Foote Cone & Belding. Mr. Young brings considerable international expertise in photography, video production and digital audio-visual technique to his position at Kohwai & Young Publications.



E-mail: young@kohwaiyoung.com

These 6 boxes of thematic flashcards containing 26 cards each are ideal educational tools for young children to acquire knowledge, develop basic learning skills and build their vocabulary. Parents/Teachers can use the information and questions on the underside of the cards to stimulate the children's thinking and encourage discussion. To

enhance learning, use the cards to play word and picture games, or set interesting activities. Hold the cards together with the ring holder so that the children can review the words on their own. This makes handling and keeping the cards easier. The flashcards are suitable for both school and home use.

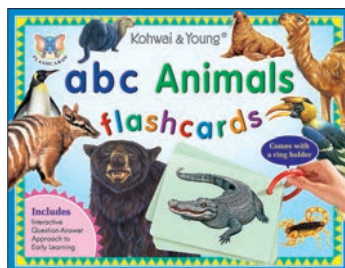


ISBN: 978-967-317-087-6

Alphabet

Children are introduced to a variety of objects for them to learn the 26 letters of the alphabet – capital letters as well as small letters.

More than 70 questions and answers



ISBN: 978-967-317-088-3

abc Animals

Children will have fun discovering and learning about a variety of interesting animals. They will learn the names of the animals, from a to z.

More than 70 questions and answers



ISBN: 978-967-317-089-0

Numbers 1- 20

Children will learn to count, recognize numerals and words, arrange the numbers in ascending and descending order, and understand basic number concepts.

20 questions and answers

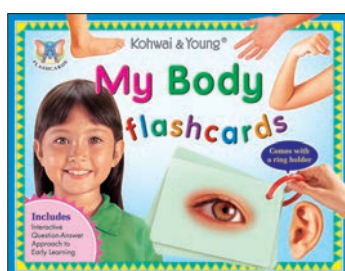


ISBN: 978-967-317-091-3

Transport

There are different types of transport on land, in the sky and in the sea. Children will discover how these modes of transport are different.

60 questions and answers



ISBN: 978-967-317-092-0

My Body

Children are introduced to different parts of the body. They can point to the parts of their own body, learn the names and discover the functions.

More than 40 questions and answers

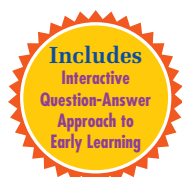


ISBN: 978-967-317-094-4

Fruits and Vegetables

Fruits and vegetables contain a lot of vitamins and minerals. Children will learn about some of the fruits and vegetables that they eat.

More than 70 questions and answers



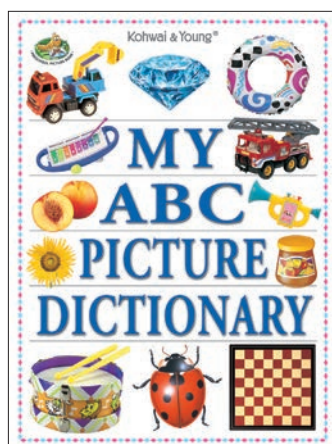
- Box size: 224mm (W) x 174mm (L) x 30mm (H) [8⁵/₁₀" (W) x 6⁹/₁₀" (L) x 1¹/₄" (H)]
- Card size: 180mm (W) x 130mm (L) [7¹/₁₀" (W) x 5¹/₁₀" (H)]
- No. of cards: 26
- Diameter of ring holder: 70mm [2⁷/₁₀"]



PRESCHOOL PICTURE BOOK SERIES

This series of books will help young children to build their vocabulary and develop various language skills. Children will have fun looking at the colourful illustrations/photographs and associate them with the

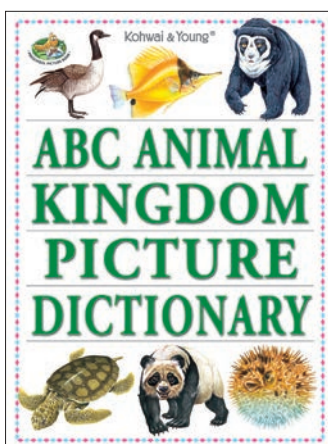
words. They can even recite and act out the nursery rhymes. The books are perfect for a child's early stage of learning.



ISBN: 978-983-3371-20-4

My ABC Picture Dictionary

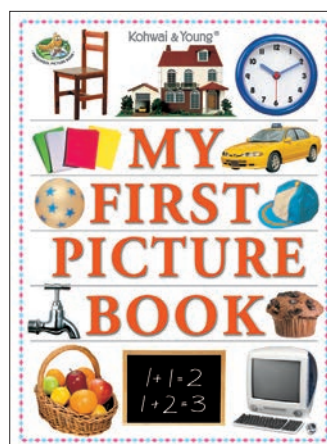
The child will learn 374 words, arranged in alphabetical order. For easy understanding, a picture is provided for each word.



ISBN: 978-983-3371-21-1

ABC Animal Kingdom Picture Dictionary

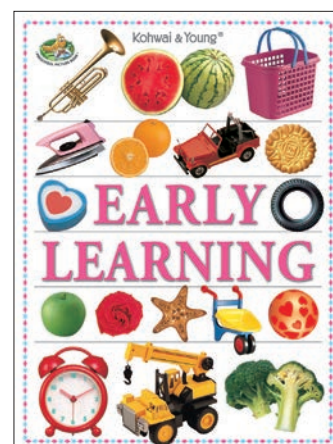
This simple dictionary contains 226 animal pictures for the child to look at and learn the names, arranged in alphabetical order.



ISBN: 978-983-3371-22-8

My First Picture Book

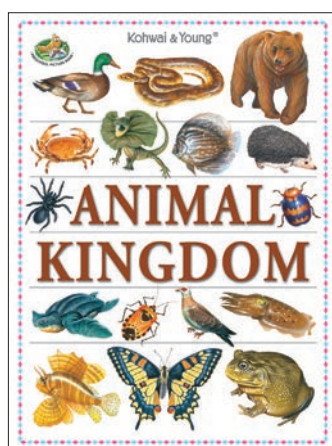
This book contains 270 words in thematic context for vocabulary building. Themes include parts of the body, fruits, musical instruments, etc.



ISBN: 978-983-3371-23-5

Early Learning

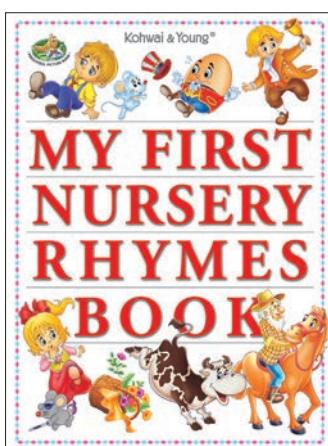
This book introduces the child to more than 250 words on everyday things – things we wear, things we eat, shapes and sizes, etc.



ISBN: 978-983-3371-24-2

Animal Kingdom

Vivid illustrations ranging from popular animals to the extinct dinosaurs present an exciting visual journey into the wonders of the animal kingdom.



ISBN: 978-983-3371-25-9

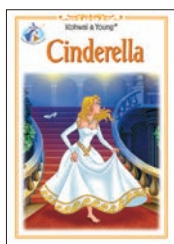
My First Nursery Rhymes Book

This captivating book contains 15 all-time favourite nursery rhymes for young children to read, act, sing or dance to.

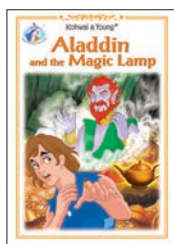


- Book size: 222mm (W) x 298mm (H)
[8³/₄" (W) x 11³/₄" (H)]
- No. of pages: 24
- Full colour throughout
- Saddle-stitched

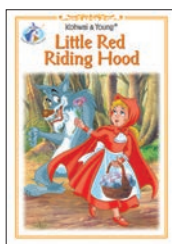
FAVOURITE FAIRY TALES SERIES



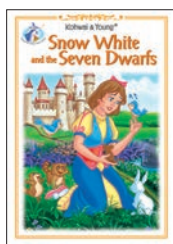
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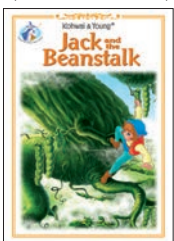
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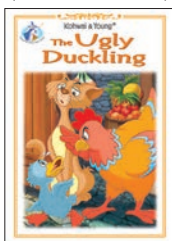
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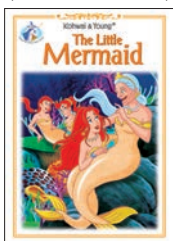
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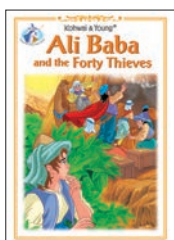
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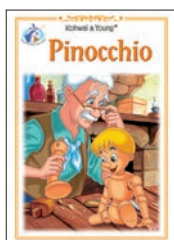
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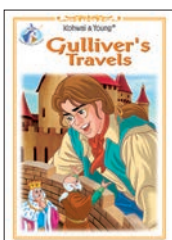
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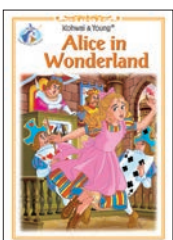
(ISBN: 983-148-996-9)



(ISBN: 983-148-997-7)



(ISBN: 983-148-998-5)



(ISBN: 983-148-999-3)

A child's interest in books grows very quickly as he develops his reading skills. It is during this period that parents and teachers should try to introduce their children to a wide variety of books. **Favourite Fairy Tales** is a perfect series for children who are learning more and more new words each day. Based on the original classic stories, these titles have been specially designed and created to assist children who have mastered basic reading skills. Each book presents a balanced structure of exciting text accompanied by bright and lively pictures. This series is ideal for both home and school libraries.



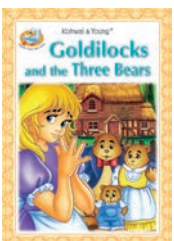
- Book size: 184mm (W) x 260mm (H)
[7 1/4" (W) x 10 1/4" (H)]
- No. of pages: 16
- Full colour throughout
- Saddle-stitched

Set ISBN: 978-967-317-145-3

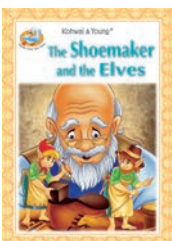
POPULAR FAIRY TALES SERIES



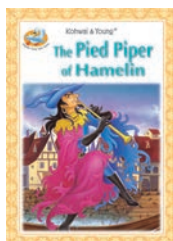
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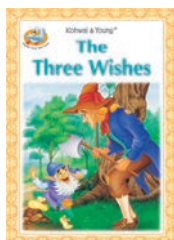
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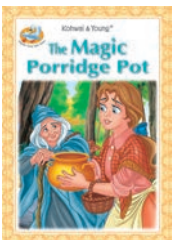
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(ISBN: 983-2584-04-3)



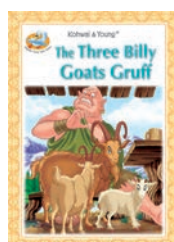
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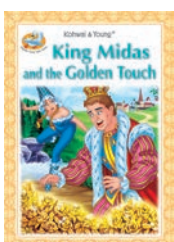
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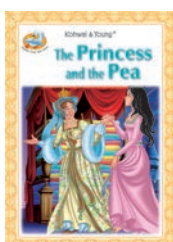
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(ISBN: 983-2584-09-4)



(ISBN: 983-2584-10-8)



(ISBN: 983-2584-11-6)

Popular Fairy Tales Series takes the child on a memorable journey into lands where princes and princesses live, wishes come true, and exciting things happen. Simple, readable text accompanied by vivid, colourful illustrations, capture the hearts and minds of children and make the stories even more enjoyable.

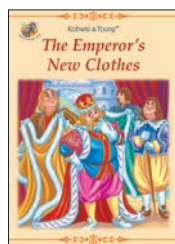


- Book size: 184mm (W) x 260mm (H)
[7 1/4" (W) x 10 1/4" (H)]
- No. of pages: 16
- Full colour throughout
- Saddle-stitched

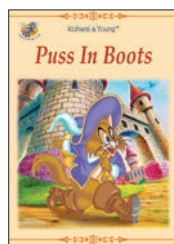
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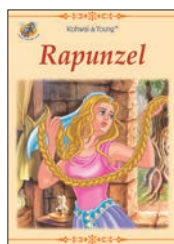
FAMOUS FAIRY TALES SERIES



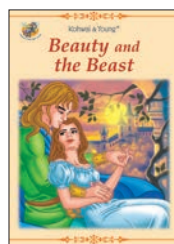
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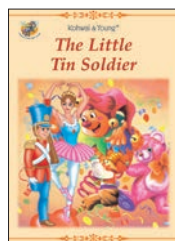
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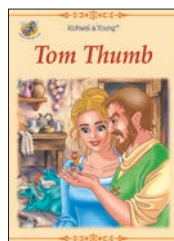
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(ISBN: 983-191-537-2)



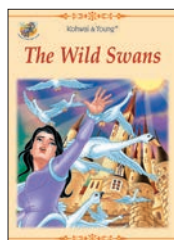
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(ISBN: 983-191-539-9)



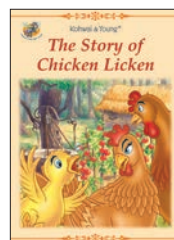
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(ISBN: 983-191-541-0)



(ISBN: 983-191-542-9)



(ISBN: 983-191-543-7)

This series of 12 famous fairy tales has been adapted and edited in a simple, lively style for children to enjoy. Children will find the stories captivating. Bright and colourful illustrations help to tell the story and stimulate the children's imagination. Children can also pick up new words and further improve their reading skill with these books. An ideal series for a child's library collection!



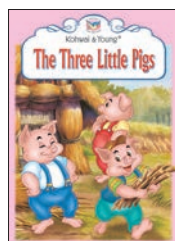
- Book size: 184mm (W) x 260mm (H)
[7 1/4" (W) x 10 1/4" (H)]

- No. of pages: 16
- Full colour throughout
- Saddle-stitched

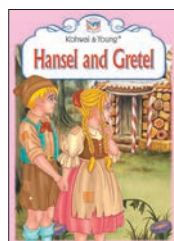
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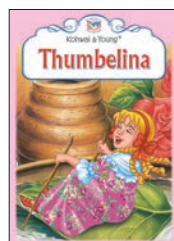
WELL-LOVED FAIRY TALES SERIES



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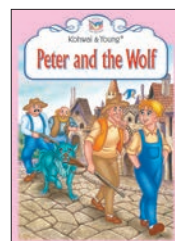
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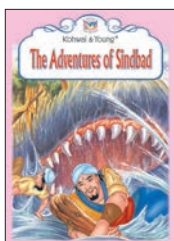
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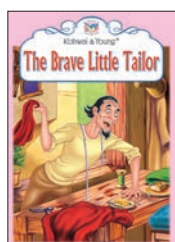
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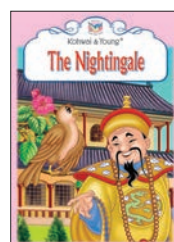
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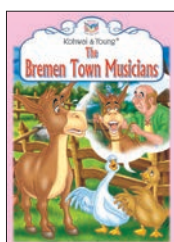
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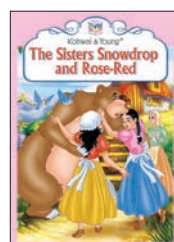
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(ISBN: 983-3337-97-X)



(ISBN: 983-3337-98-8)



(ISBN: 983-3337-99-6)

Well-loved Fairy Tales is a perfect series for children who are learning more and more new words each day. Based on the original classic stories, these titles have been specially designed and created to assist children who have mastered basic reading skills. Each book presents a balanced structure of exciting text accompanied by bright and lively pictures. Collect these books for your child's library!



- Book size: 184mm (W) x 260mm (H)
[7 1/4" (W) x 10 1/4" (H)]

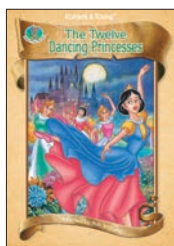
- No. of pages: 16
- Full colour throughout
- Saddle-stitched

Set ISBN: 978-967-317-148-4

FABULOUS FAIRY TALES SERIES



ISBN: 978-967-317-425-6



ISBN: 978-967-317-426-3



ISBN: 978-967-317-427-0



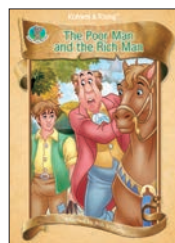
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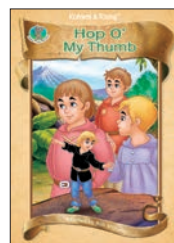
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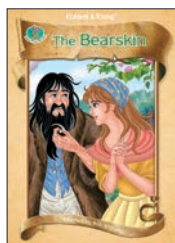
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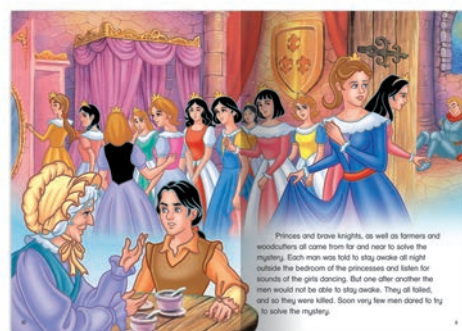


ISBN: 978-967-317-435-5



ISBN: 978-967-317-436-2

Young readers will enjoy these new versions of the classic stories that have been carefully edited and adapted to develop and nurture the children's interest in reading. Children can also learn new words and improve their reading skills. The exciting text, together with lively, colourful pictures, stimulates the imagination and makes it a truly wonderful adventure in reading. It is a superb series for a child's library!



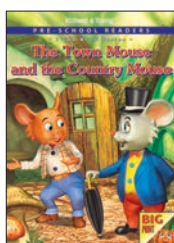
- Book size: 184mm (W) x 260mm (H) [7 1/4" (W) x 10 1/4" (H)]
- No. of pages: 16 • Full colour throughout
- Saddle-stitched

Set ISBN: 978-967-317-437-9

I CAN READ SERIES



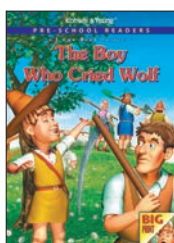
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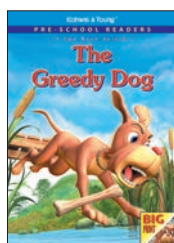
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ISBN: 983-191-800-2



ISBN: 983-191-801-0



ISBN: 983-191-802-9



ISBN: 983-191-803-7

This series of pre-school readers comprises 12 popular classic fables that have been retold in a simple and direct manner for young children to enjoy. The variety of moral stories enables the children to identify with the good and the bad characters, the weak and the strong, with kindness and greed, and learn many other useful lessons.

To enhance the learning and development of language skills, teachers/parents can encourage the children to talk about the story, pictures or moral value, act out the story, spell the key words, read the story aloud, etc. Setting creative activities and asking questions based on the stories will further help the children to progress in their language learning.

It is a perfect series for the library, and suitable for both school and home use.

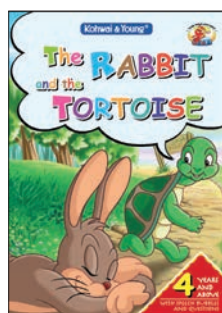


- Book size: 184mm (W) x 260mm (H) [7 1/4" (W) x 10 1/4" (H)]
- No. of pages: 16
- Full colour throughout
- Saddle-stitched

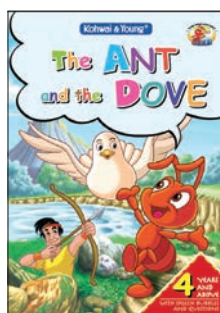
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GOOD MORAL TALES SERIES



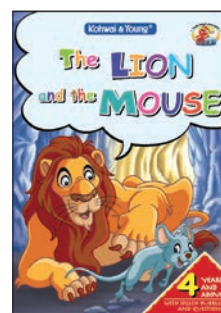
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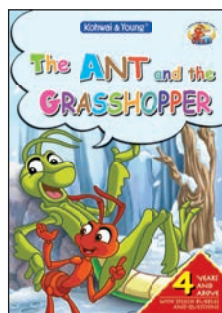
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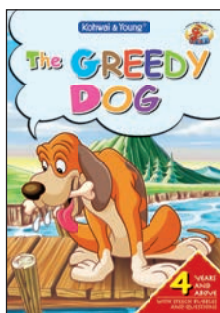
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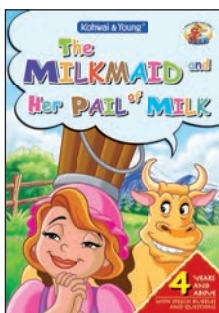
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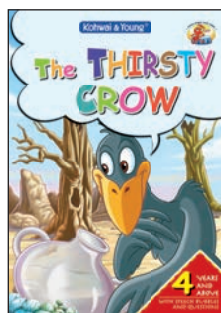
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978-967-396-561-8
WSE 3045



978-967-396-560-1
WSE 3046

- Book size: 184mm (W) x 260mm (H) [7 1/4" (W) x 10 1/4" (H)]
- No. of pages: 16 • Full colour throughout • Saddle-stitched

Good Moral Tales Series is a series designed for early readers. The series consists of 8 books, each featuring a famous fable. Among the fables are The Rabbit & the Tortoise, The Boy who cried Wolf and The Ant & the Dove. Each story incorporates a distinct moral value to make reading more enriching. The stories are written in simple language to suit young children beginning to read on their own, as well as slow learners. This format will help your child to read confidently, while encouraging the reading habit. Speech bubbles are a creative feature which make this series a useful classroom aid to introduce role-play, drama and story-telling. Questions are also provided at the bottom of every page as a tool for parents and teachers to create a more interactive reading experience for the child. This series is ideal for use at home and at school.

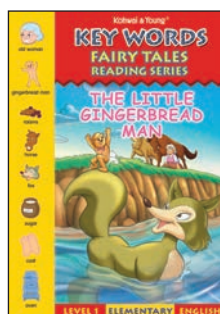


KEY WORDS FAIRY TALES READING SERIES

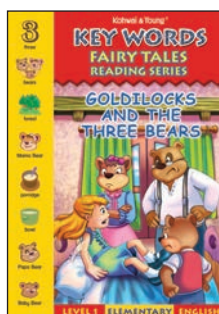
LEVEL 1 ELEMENTARY



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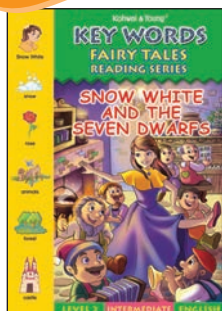


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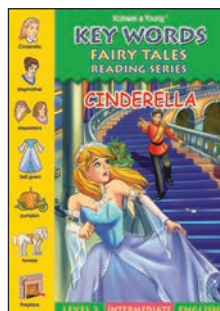


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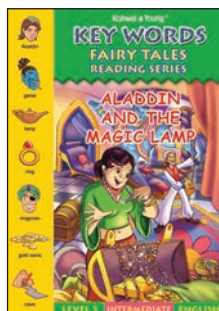
LEVEL 2 INTERMEDIATE



ISBN: 978-967-396-226-6



ISBN: 978-967-396-227-3



ISBN: 978-967-396-228-0



ISBN: 978-967-396-229-7

Children who are learning to read approach the written page in a very visual manner. They take clues from the illustrations and memorize word and letter constructions. The **Key Words Fairy Tales Reading Series** takes this into account and uses delightful pictures to show children the key words in each of these classic stories. Parents can also be involved, first by reading the fairy tale to the child, and then by asking the child to point to and spell the key words in each sentence.



- Book size: 184mm (W) x 260mm (H) [7 1/4" (W) x 10 1/4" (H)]
- No. of pages: 16
- Full colour throughout
- Saddle-stitched

Set ISBN: 978-967-396-230-3

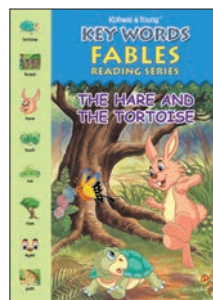
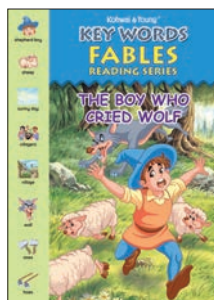
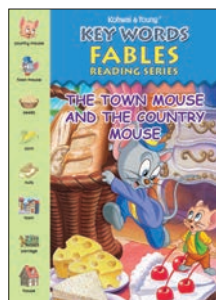
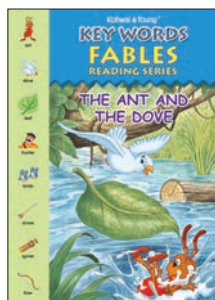
KEY WORDS FABLES READING SERIES

Children who are learning to read approach the written page in a very visual manner. They take clues from the illustrations and they memorise word and letter constructions. The Key Words Reading Series – takes this into account and uses delightful picture icons to show children the key words in each story. The children first locate the picture on the left side of the page, then learn to read the key word each time they see the picture icon in the story.

The 4 stories in this series will help children build confidence in their reading as well as expand their vocabulary. A list of the key words and a line summarising the moral are provided at the end of

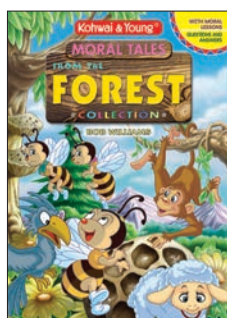
each story. To enhance learning, an activity page is also included after each story.

The Key Words Reading Series – is a superb book for children who have learned to recognise word sounds and short words, and are now ready to read on their own. Parents can also be involved, first by reading the fable to the child, and then by asking the child to point to and spell the key words in each sentence.



- Book size: 184mm (W) x 260mm (H) [7 ¼" (W) x 10 ¼" (H)]
- No. of pages: 16 • Full colour throughout
- Saddle-stitched

MORAL TALES FROM THE FOREST COLLECTION POPULAR TALES FROM THE FOREST COLLECTION



ISBN: 978-967-396-461-1
WSE 3036



ISBN: 978-967-396-462-8
WSE 3038



By BOB WILLIAMS

Our *Moral Tales & Popular Tales from the Forest Collection* is a collection of forest stories with moral values which children will greatly enjoy. Each story in this 8-in-1 collection has been carefully written and designed for young children who have mastered basic reading skills.

The eight tales in this collection will introduce new words in familiar contexts, enabling children to read confidently with a little guidance. Short, simple text with big print and lively, colourful illustrations help to make the reading experience more enjoyable. Question prompts with answers are also included for parents and teachers to reinforce the child's comprehension and test his/her critical thinking ability before, during and after reading the stories.

- Book size: 150mm (W) x 210mm (H) [5 7/8" (W) x 8 1/4" (H)]
- No. of pages: 64 • Full colour throughout • Perfect Bind

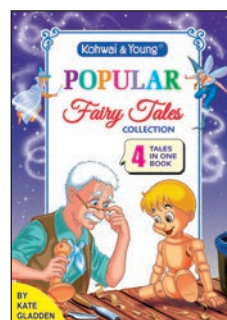
FAIRY TALES COLLECTION

Fairy Tales Collection is a compilation of fairy tales that have remained popular among both children and adults through the ages. Each story was written and edited specially for children who have mastered basic reading skills and want to enhance their skills further. By reading every book, children will be able to expand their vocabulary and build confidence in reading. Large texts, simple sentences and interesting pictures create an enjoyable reading experience.

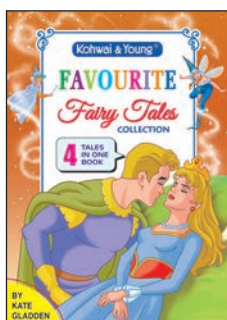
The four stories in this book come with indications of syllables for

each word in order to help children learn to read. Children may practice self-learning with a little guidance from parents and teachers.

Parents and teachers can participate in a child's learning by reading to him or her. In fact, there are notes for parents and teachers as a guide to help the child understand all the stories easily and learn effectively. The notes include character descriptions, questions related to the stories, vocabulary, and activities for parents and teachers to engage with the child.



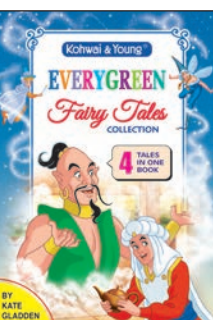
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WSE 3083



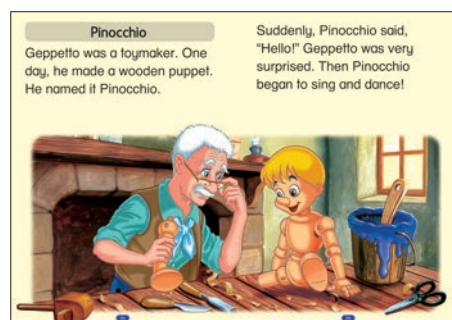
978-967-396-860-2
WSE 3084



978-967-396-861-9
WSE 3085



978-967-396-862-6
WSE 3086



- Book size: 150mm (W) x 210mm (H) [5 7/8" (W) x 8 1/4" (H)]
- No. of pages: 64 • Full colour throughout
- Perfect Bind

JACK AND JILL PROGRESSIVE READERS

Jack & Jill Progressive Readers were designed specially for young children who just started learning to read. Containing of three levels with six books each where the themes are common for children and the words introduced in each books will enhance the children's vocabulary and helps them to be a confident readers.

- Book size: 170mm (W) x 170mm (H) [6 ¾"(W) x 6 ¾"(H)]
- No. of pages: 24pp • Full Colour throughout • Perfect Bind with spine



•INCLUDE•
WORD
CARDS

LEVEL 1
SET 1
BOOKS 1-6

SET: KRE301S1

107
NEW WORDS



978-967-396-519-9



978-967-396-520-5



978-967-396-521-2



978-967-396-522-9



978-967-396-523-6



978-967-396-524-3

LEVEL 2
SET 2
BOOKS 1-6

SET: KRE301S2

147
NEW WORDS



978-967-396-633-2



978-967-396-634-9



978-967-396-635-6



978-967-396-636-3



978-967-396-637-0



978-967-396-638-7

LEVEL 3
SET 3
BOOKS 1-6

SET: KRE301S3

188
NEW WORDS



978-967-396-840-4



978-967-396-841-1



978-967-396-842-8



978-967-396-843-5



978-967-396-844-2



978-967-396-845-9

EASY PHONICS READERS



978-967-396-548-9



978-967-396-549-6



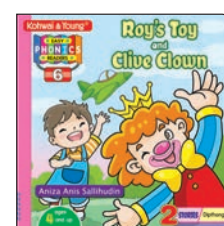
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978-967-396-552-6



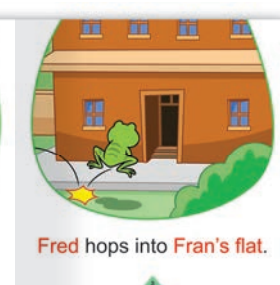
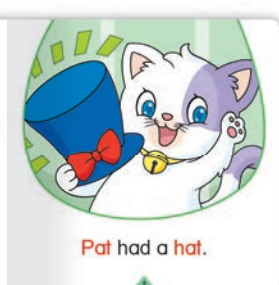
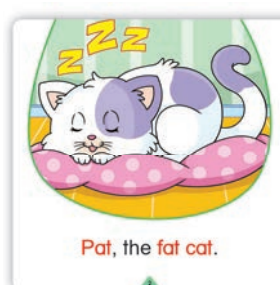
978-967-396-553-3

SET: KRE401S1

SET
BOOKS 1-6

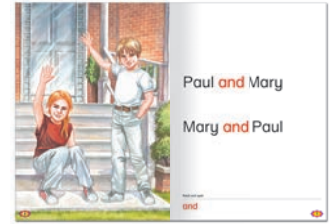
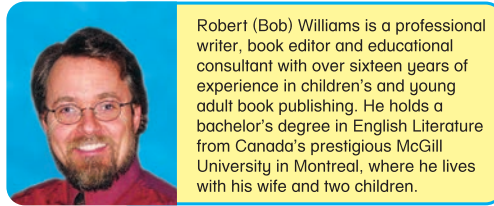
4 ages
and up

Easy Phonics Readers provides young children with a platform to learn reading progressively. It helps to build children's reading skill, fluency and confidence in reading. Once the child gains confidence with the easier words, he/she can move on to books featuring more difficult sounds. This program will help children become skilled and independent readers.



PAUL AND MARY PROGRESSIVE READERS

Paul And Mary Progressive Readers series consist of 12 books that begin with small number of new words and the number are increasing up to 30 words. These words will be repeated throughout this series. This series is ideal for children who are eager to start sounding out words and reading.



LEVEL 1
BOOKS 1-6
SET: KRE601S1
169
NEW WORDS



- Book size: 150mm (W) x 210mm (H) [5 7/8" (W) x 8 1/4" (H)]
- No. of pages: 48pp
- Full Colour throughout
- Perfect Bind with spine

LEVEL 2
BOOKS 1-6
SET: KRE601S2
227
NEW WORDS



• INCLUDE •
WORD CARDS

WORD SEARCH BOOK SERIES



Each of these 2 Word Search books covers 28 themes. With 12 to 16 words in each theme, the child will have a fun time looking at the pictures and searching for the words in the grid. The activities are useful for vocabulary building, reinforcing known words, improving spelling skills, promoting mental development and expanding reasoning skills. It is a superb series for use at home and in school.

- Book size: 170mm (W) x 240mm (H) [6 1/2" (W) x 9 1/2" (H)]
- No. of pages: 64
- Full colour throughout
- Perfect bind with spine

• FOR THE VERY YOUNG!
• ANSWERS PROVIDED!
• OVER 400 PICTURES AND WORDS!



CROSSWORD BOOK SERIES



The activities in these 2 Crossword Puzzles books have been prepared based on themes. The child identifies the pictures and makes connections with the letter clues given in the grid, to form the correct words. It is an ideal series for both home and school use to enrich the child's vocabulary, improve spelling skills, enhance letter recognition skills, sharpen thinking and problem-solving skills as well as develop reasoning skills.

- Book size: 170mm (W) x 240mm (H) [6 1/2" (W) x 9 1/2" (H)]
- No. of pages: 64
- Full colour throughout
- Perfect bind with spine

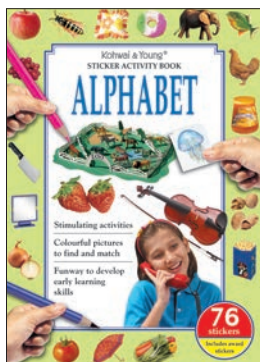
• FOR THE VERY YOUNG!
• ANSWERS PROVIDED!
• OVER 400 PICTURES AND WORDS!



STICKER ACTIVITY BOOKS

Each sticker book has been carefully designed based on a theme. It offers a range of delightful stickers with full colour illustrations/photographs for young children to find and match. It is a fun way of exploring and learning

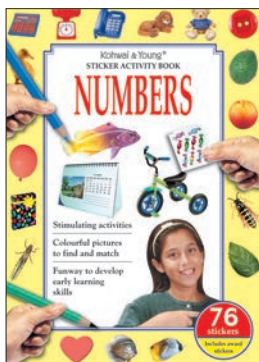
first concepts. There are other stimulating activities to do too. It is an ideal series for children to develop early learning skills, and suitable for both school and home use.



ISBN: 983-3371-81-7

Alphabet

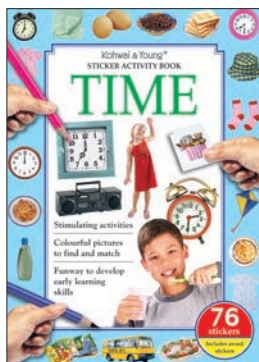
This book introduces the capital and small letters of the alphabet. For each letter, there are words for vocabulary building, which are accompanied by pictures in order to enhance learning and understanding.



ISBN: 983-3371-82-5

Numbers

Children will learn to recognize and write the numbers 1 to 20, and count objects. They will also learn even and odd numbers, count groups of 10s up to 100, and write numbers in sequence.



ISBN: 983-3371-84-1

Time

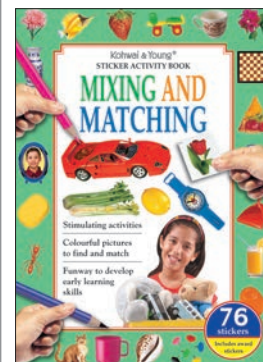
In this book, the child learns how to read clocks and tell time. A sequence of events from morning till night is provided to teach the concept of time. Related words are included for each event to expand the child's vocabulary.



ISBN: 983-3371-87-6

Shapes, Colours and Patterns

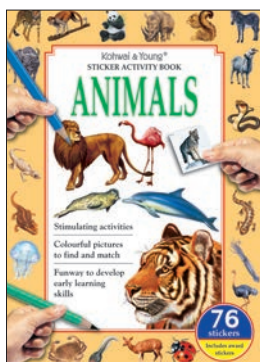
The child will learn about the different shapes and colours of some objects and the seven colours of the rainbow. They will also discover that some things and animals have patterns on them.



ISBN: 983-3371-83-3

Mixing and Matching

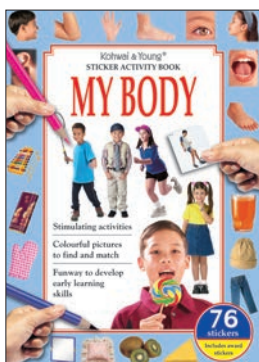
Children will discover that some things match each other, some things come in pairs, and some things are used together as partners. They will also learn that things can be grouped in different ways.



ISBN: 983-3371-85-X

Animals

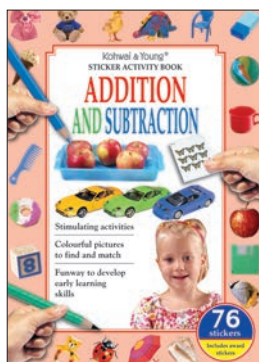
This book introduces children to different types of animals, including sea animals, birds, fish, and insects. Children will also learn about baby animals and dinosaurs.



ISBN: 983-3371-86-8

My Body

Children will learn words relating to the different parts of the body, and find out the functions of the five sense organs. Types of clothing and footwear are also included to expand the children's vocabulary.



ISBN: 983-3371-88-4

Addition and Subtraction

Children are taught how to add and subtract in a simple way using number lines, number sentences, and story sums. Pictures are provided to facilitate learning and understanding.



- Book size: 184mm (W) x 260mm (H)
[7 1/4" (W) x 10 1/4" (H)]
- Sticker sheet: 160mm (W) x 252mm (H)
[6 1/4" (W) x 10" (H)]
- No. of pages: 16
- Full colour throughout
- Saddle-stitched



A winning combination

Kohwai Tam and P. L. Young have a life history as colourful as the Gururimau children's books they publish. Like any good story, it has a moral to it and in their case, it's a lesson in friendship and loyalty, as *Nor Azlina Ismail* finds out.

THE ONLY THING THESE TWO publishers have in common, apart from being the same gender, is the fact that they are parents. Otherwise they are as unlike as day and night.

For one thing, visually impaired Kohwai Tam is rough and bearlike with a booming voice laced with wicked humour that threatens to crack your sides every time he takes a poke at your funny bone.

His antithesis P.L. Young on the other hand, is a smaller-built cool cat who looks ultra-smart with a tie but is equally amusing with his own blend of jokes.

Both are thirtysomething, "but still very young at heart," insists Tam, accompanied by a burst of guffaws from Young who kindly reminded him of his crow's feet.

"That's the beauty about working with children," adds Tam, creative director of the Gururimau early childhood learning series. "Their energy and youthful outlook on life tends to rub off on you, which comes in pretty useful in planning for future materials for them."

Coupled with their varied backgrounds and technical know-how in advertising, the result is a comprehensive range of quality preschool, photographic and illustrated picture books including wall charts, reading and activity books.

Their venture into publishing was not quite by design since they were trained in advertising.

"I was in and out of the hospital all the time then when I began losing my sight as a result of a road accident and cataract problem.

"One day, my seven-year-old daughter who visited me pressed her alphabet book very close to my face for me to see her handiwork. I was surprised to see how unattractive the book was," says Tam.

Incidentally too, his only source of entertainment, the radio, continually stressed on Vision 2020 and the need to fulfil the educational requirements to meet the challenges in the future.

"The two things just clicked somehow, my daughter's book and the country's vision," he adds. So, he embarked on extensive research and

development of children's literature and in 1992, the two partners made their first debut at the Kuala Lumpur International Book Fair at Putra World Trade Centre.

"No doubt the impact we made was hardly earth-shattering, but with the few books that we had on display, we were on our way," adds Young.

But like all fairytales that come built in with a happy ending, their once-upon-a-time beginnings are also coloured by misfortune and pitfalls.

Particularly for Tam who learnt a bitter lesson about loyalty when he was forced to leave his employment to get out of an uncompromising situation. His former employer had reservations about his ability due to his deteriorating eye-sight.

But true enough, perseverance paid off and Tam was to find a rarer gift of true friendship in Young, who constantly drummed into him that disability is only in the mind.

Together, they started off a two-man-team called Adlaunch concentrating on account servicing and later went full-steam into publishing children books under the Gururimau series.

"Many a time, I asked him why he stuck with me when he had better prospect elsewhere. But he never listens to his elders, you see," says 39-year-old Tam with a tinge of humour.

"I supposed we were made for each other," reasons Young, father of a one-year-old son.

And moreover," he adds with sly smile, "I've always been better at drawing than him, although I must admit, he does have some wild ideas."

While Tam conceptualises his ideas for projects, from the exact colours and the size, Young visualises it on paper before passing it over to their artists to be fine-tuned.

Today, Adlaunch has come a long way from its early struggle for existence. With over 200 titles which are periodically upgraded, they strive to provide what they call the "first world books at third world prices".

The books under the Gururimau series for instance, synonymous for their strong primary colours, quality and super realistic photographic effects are sold for as little as RM 1.



Laminated wall charts are also some of their products.

"We believe in high volume turnover and low profit margin to enable more children to enjoy books at reasonable prices," Tam elaborates on their strategy.

As for the international market, the recent Book Fair in Frankfurt where they showcased 53 of their titles which are translated into 5 languages, looks promising, says Young.

And judging from their enthusiasm, their "happily ever after" should not be far off before they open another chapter in "the playhouse of discovery" which they envision for the future.

Colours in my mind

A visually-impaired man's determination to share his dreams and vision that the world is full of colours, hope and joy

Kohwai Tam, the founder and president of Kohwai & Young Publications (M) Sdn Bhd credits the steady growth and successes of his company to his valuable life experiences as well as the friends and colleagues he has met during his travels overseas. A frequent traveller since 1994, Kohwai together with his co-founder and partner, Young Poh Loon, has participated in many major international book fairs. The different cultures Kohwai has been exposed to and the friends he has met have inspired him to publish books with an international appeal.

But Kohwai Tam is not your regular sort of businessman: he is visually-impaired.

A road accident in 1980 resulted in the loss of his left eye, and then gradually his right eye deteriorated, despite several attempts to save the eye with surgery, both locally and abroad. For most, this would be a formidable obstacle to achieving one's goals. Kohwai, however, has managed to manoeuvre around his disability and overcome his limitations.

In the early years of his publishing business, Kohwai had to formulate story-lines and concepts, edit pictures, do extensive reading for research, and oversee book printing and production –

all of which require a lot of eye work. He worked out a system by which he visualized a concept in his mind. He had trained his mind to function like a layout screen of *Pagemaker*.

‘Anything is possible as long as you have the will power to make it happen. After all, you are in this world for only 60 to 80 years. You should try to achieve the highest level of anything you do while you can.’ – Kohwai Tam

Kohwai's venture into publishing was not quite by design. One day in the hospital, his son pestered him to read his kindergarten books. To Kohwai's amazement, he discovered that his left eye had recovered 4 per cent vision and he could read at a 2-inch distance. This inspired him to become a publisher of children's books. The visual distance of two inches saw him through many years until total blindness set in.

Bright colours and large print – the hallmark of all Kohwai & Young publications came about when Kohwai's failing eyesight made him more aware of the nuances of colours,



Working with limited vision until total blindness set in

book designs and typefaces. Since then, his philosophy has always been that the most successful children's books are those that appeal first to the child's eye and then to the mind. His international partners, who have published his books in over 24 languages, seem to share this view.

With more than 30 years of experience in advertising, marketing and publishing, Kohwai has successfully led his company to become one of the market leaders in the children's publishing industry. Today he is still very actively involved in the running of the company that he founded almost 20 years ago.

With creative innovations as well as commitment to service, Kohwai & Young Publications places great emphasis on ensuring that its products meet international standards of excellence, with universal content and appeal.

It is Kohwai's commitment to be constantly searching for talented new writers and illustrators to produce even better books to bring joy, happiness and 'colours' to the minds of children the world over.



Kohwai's first exhibition at the Frankfurt International Book Fair, 1994



As an exhibitor at the London Book Fair in Earl Court



With Young, a regular exhibitor at the Bologna Children's Book Fair since 1995



Kohwai's love for young children motivates him to produce better books



Fulfilling a lifelong dream – scaling the Great Wall of China



Awarded the 2010 APEC Excellent Child Contributor award



Kohwai Tam

The Indomitable Duo by Magali Tardivel-Lacombe

We are featured in Frankfurt Book Fair's blog!

The indomitable duo by Magali Tardivel-Lacombe / 2010

Meeting with Kohwai & Young, founders and directors of the publishing house bearing their name, in Kuala Lumpur, Malaysia.

You have heard of Asterix and Obelix, right? Laurel and Hardy? How about Kohwai & Young? Believe me, they also deserve their moment of fame as another indomitable pair!

As soon as we crossed the threshold of their publishing house, before even catching a glimpse of our two subjects, we easily inferred that they were a couple of characters. The receptionist politely informed us that we had to remove our footwear and put on one of the pairs of flip-flops stored in some lockers nearby. By a stroke of luck, Jeremy and I immediately found our exact size. Then we waited in front of a large pool rippling with some lovely fat carps. Kohwai later told us that raising fish is his favourite pastime, so he just had to have some at his office as well!

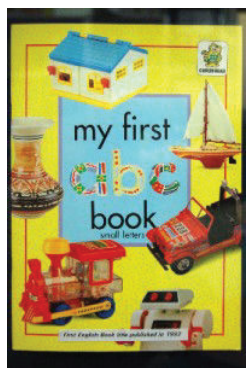
Young was the first one to welcome us, in the company's mini bar. We finally entered the large, brightly-lit meeting room where Kohwai sat like a king at the head of the table.

As his thick, black sunglasses immediately suggested, he is blind. We hardly need specify that the traffic accident which cost him his sight at age 24 changed his life. At the time, he was working in an advertising firm, and he had to leave his job. "Then one day, I had an idea. My children, who were then aged 2 and 3, showed me a terrible black and white alphabet book. I could still just make out the pictures. The book really was awful! Yet, it has been published by the biggest Malaysian publisher. So I thought to myself, if that's the case, I wouldn't mind being the smallest Malaysian publisher. That was how it all began. And deep down inside, I wanted to show my children that they didn't have just a blind father, but an injured father, whose disability didn't keep him from still being competent, and even brilliant!" Young, his colleague and friend from the earliest years, followed him into the adventure — dare we say "with his eyes closed"?

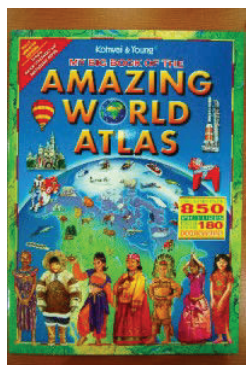


Today, the two sidekicks are over fifty, and have a catalogue of over 400 titles to their name. Their flagship idea is to design illustrated, western-style books at Malaysian prices. On the face of it, that means making the books available to the most underprivileged children. But digging deeper, the goals indeed to eventually reach western markets. The vast majority of books are in English to facilitate exporting and sale of copyright, especially at international book fairs. What's more, the seven authors who work for the publishing house are North American, and all work by correspondence. Not only are several of the titles published by Kohwai & Young an adaptation of the classics of western literature, such as the Fables of La Fontaine, Andersen, Grimm or

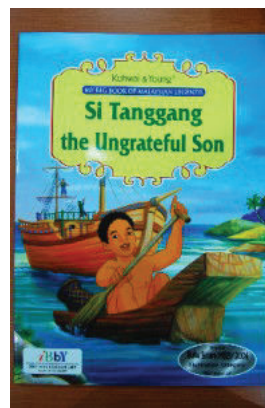
Perrault, but their illustrations are decidedly international. Kohwai states, "I still have 4% of my sight in my left eye, so I can work on the books by almost touching them to my face. I can only see bright colours, so that fits my job perfectly since children love those types of colours, kind of like how women only like cash!" He lets out a hearty laugh.



"You understand," adds Young, "if you want to concentrate on the international market, you must make books that everyone can accept, and which children will spontaneously love. That's why we adopted a semi-realist style, like Walt Disney. Our illustrators are trained in that technique, and that is what constitutes our strong point in comparison with other Asian publishers whose illustrations are left more to chance and avoid realism, for example in how they draw castle architecture." With this method, which they pursue thoroughly by bringing back best-selling books from their travels and using them as references, Kohwai & Young can boast of being one of the leading Asian publishers exporting their children's books to Europe.



Translated into more than 24 languages in over 30 countries, their bestsellers (around 80 titles) have sold over 500,000 copies. First prize would have to go to their large atlas of the world, which has sold over 2 million copies. "This book is a good example of how we work. It costs only 10 ringgits here [about EUR 2.50], but sells for USD20 in the United States, not only because it is printed on better quality paper, but also because its price is adapted to the American market. It's a killer product for us."



Despite these international activities, the two buddies do not forget their own country. In addition to children's books on learning English, they also publish Malaysian legends in English and Malay. Although two books of the local legends series, 'The Princess of Mount Ophir' and 'Si Tanggang The Ungrateful Son' won the 2008 prize for illustration at the International Board on Books for Young People (IBBY), neither of the two publishers is particularly proud of the fact. "For us," Young states, "if a book wins a prize, that means its popularity will quickly die down. What is rewarded is inventiveness, and originality. That means the book will only attract a small

number of readers, and that we will have to stop printing it only a few months later since, in reality, no one is buying it." The Malay catalogue therefore mainly lists Western classics and educational books, such as the brightly-coloured ABC book we previously mentioned Kohwai dreaming of. "The leading Malaysian publisher kept its market position, but now I am second, just behind them, so I'm happy with that," he chuckles.

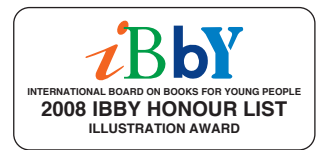


Kohwai & Young use all possible and imaginable channels to make their books available throughout Malaysia: bookshops, of course, but also supermarket chains, nurseries and public libraries, and even door-to-door sales which work quite well. The books are also used as a premium by the milk and chocolate companies in their promotional packages.

In the end, even though we get the impression that these two businessmen are not really passionate about literature, I nevertheless ask them my trademark question about which book they would take to a desert island. They burst out laughing, and it is finally Kohwai who answers by saying without batting an eyelid: "On a desert island, I wouldn't have any time to read. I would be too busy looking for Eve!"

Kohwai and Young also have a blog!

AWARDS



Kohwai & Young received the Certificate of "2008 IBBY Honour List" for the Illustration Award (from the International Board on Books for Young People at Copenhagen, Denmark).



Kohwai & Young receiving the 'Best Illustrator for Buku Bitara MBBY 2006' award presented by the late Y. Bhg. Tan Sri Abdul Rafie bin Mahat with Datin Paduka Hj Shahanee Hanoum.



Kohwai & Young receiving the 'Best Book Making 2005' award presented by Y.A.B. Tan Sri Haji Mohd. Isa bin Dato' Haji Abdul Samad, Federal Territory Minister of Malaysia.



Kohwai & Young receiving the 'Best Illustrator 1994' award presented by Y.A.B. Dato' Seri Anwar Ibrahim, the Deputy Prime Minister of Malaysia.





With DYMM Sultan Sharafuddin Idris Shah, the Sultan of Selangor



With Tun Dr. Mahathir Mohamad, the 4th Prime Minister



With YAB Marina Mahathir



Kohwai & Young receiving the 'APECP Excellent Child Contributor Award' for the Children's Publications Award Category, presented by DYTU Tuanku Hajjah Lailatul Shahreen Akashah Khalil, Raja Puan Muda Perlis.



With Datuk Mohamad Nor Khalid (Lat)



With YTM Tunku Abdul Rahman Putra Haj, Malaysia's 1st Prime Minister



"2021 IBBY Malaysia Honour List" award for 'My Big, Big World'. Mr. Young receiving "2021 IBBY Malaysia Honour List" award for 'My Big, Big World' from Dato' Ahmad Redza Bin Ahmad Khairuddin, President IBBY Malaysia.



With Tan Sri Kamaruzaman Shari, Datuk Bandar Kuala Lumpur



With Dato' Dr. Sheikh Muszaphar Shukor, Malaysia's first astronaut



With Dato' Seri Anwar Ibrahim, Deputy Prime Minister



With Dato' Dr. Haji Ahamad bin Sipon, Director-General, MOE



With YAB Senator Datuk Abdul Aziz Samsuddin, Deputy Education Minister



With YAB Dato' Sri Mohd Najib Hj Abdul Razak, the 6th Prime Minister

Kohwai & Young®

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