

Italian StreetLib and Nigerian Publiseer partner to distribute more African literature

Publiseer, a Nigerian digital book publishing platform, and StreetLib, an Italian ebook aggregator, have concluded a partnership that will see more African literature and non-fiction books published and distributed across more global book platforms worldwide.



Marco Croella, chief operating officer of StreetLib.

Both companies, which are members of the International Publishing Distribution Association, will work closely together to foster Publiseer's mission, which is to "promote the creativity of the African people to the rest of the world".

This partnership was initiated by Marco Croella, the chief operating officer of StreetLib. Before this partnership, Publiseer has published and distributed nearly 100 book titles written by Africans to over 400 global and well-established book platforms across 100 countries, which includes Amazon, Barnes and Noble, Kobo, Google Play Books and Apple iBooks.

In this partnership, StreetLib is adding over 70 more online digital stores to Publiseer's distribution channels. The new additions include bookstores like Leamos, Perubookstore, Nineva, Artcivix and Nubleer.

This partnership was further overseen by Ose Okojie of Publiseer, and Lucia Zitelli of StreetLib. "I thought there could be a chance to work together," said Marco Croella.

“This is our first international partnership and we hope it’s the first of many,” said Chidi Nwaogu.

This news comes with several others from the company. Just recently, Publiseer was nominated for The Top 100 SMEs in Nigeria Award, organised by Union Bank of Nigeria and Connect Nigeria.

Also, the Nigerian publishing company was shortlisted for the African Young Entrepreneurs Empowerment Nigeria’s (AYEEN) 2018 entrepreneurship program and the Meltwater Entrepreneurial School of Technology (MEST) entrepreneurial program.

This comes four months after Publiseer’s acceptance into Accelerate Labs acceleration program, organised by Microsoft Nigeria and The Future Project.

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