



## CLC Colombia Celebrates

By Kim Pettit with David Pabón

*David Pabón contributed to this article. He is the national sales manager for CLC Colombia and a member of its administrative committee. He has been with the ministry for seven years. CCMI Partners editor Kim Pettit interviewed David Pabón at LittWorld 2006 in Sao Paulo, Brazil.*

In 2005, UNESCO declared Bogotá, Colombia, the “World Capital of the Book” for 2007. The honor is held from April 23, 2007, known as World Book and Copyright Day [[http://en.wikipedia.org/wiki/World\\_Book\\_and\\_Copyright\\_Day](http://en.wikipedia.org/wiki/World_Book_and_Copyright_Day)], through April 22, 2008. CLC Colombia [<http://www.clccolombia.com/>], a Christian book publisher and distributor operating in the country for 30 years, is “ready to celebrate,” says David Pabón, national sales manager for the organization.

In fact, CLC Colombia has been celebrating for some time. In May 2006, CLC Colombia was given the Spanish Evangelical Publishers Association award for “Distributor of the Year” at Expolit [<http://www.expolit.com/espanol/index.asp>], presently the world’s largest Christian Spanish-language trade show.

At its annual conference for bookstores and distributors, the ministry marked 30 years of service “as an instrument of the Great Commission,” says Pabón. “CLC has been in existence for 62 years on a global level [see [www.clc.org.uk](http://www.clc.org.uk)],” he added. “We are in 55 countries now.”

Though CLC Colombia has been in existence for 30 years, its conference for booksellers, held October 31 through November 3, 2006, only began 15 years ago.

“We welcome booksellers to our distribution center,” says Pabón. “We begin the day with a devotional and worship music, then offer a workshop and present the books of two or three of the publishing houses we represent. These include Vida, CLIE, Unilit, Caribe/Betania, Broadman & Holman, Patmos, Vida, Casa Creación, Video Visión, and of course, CLC Colombia.

“We offer more sales training in the afternoon,” continues Pabón, “covering such topics as marketing, inventory management, qualities of a good salesperson, and more.”

CLC Colombia offers a small subsidy for booksellers outside Bogotá who attend the event. “We have about 150 booksellers come from all over,” says Pabón. “Only about 30 came from Bogotá.” The organization works with “approximately 250 bookstores in the country,” he adds, though he estimates that “there are between 400 to 500 Christian bookstores” CLC Colombia itself has six of those: three in Bogotá, two in Barranquilla, and one in Medellín, as well as a bookmobile and a virtual bookstore. CLC Colombia serves clients in other countries as well, such as Puerto Rico and Spain.

In Colombia, the organization strives to reach a market of 5 million evangelicals, 12 percent of Colombia’s population of 43 million people.

“We look forward to the next 30 years,”  
says Pabón.

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