

# Breaking into a Brand New Market

Harry Brice, chief executive officer of Cana Publishing's affiliate in the United Kingdom ([www.canapublishinguk.fsnet.co.uk](http://www.canapublishinguk.fsnet.co.uk)), speaks candidly about his work in developing a world distribution center for this Nairobi, Kenya-based publishing company.

After growing up in Africa and spending a lifetime traveling around the world, I never thought I would find what I did," says Harry Brice.

Brice, a member of the British Merchant Navy who later pastored three churches and became a Christian counselor and Bible college lecturer, was surprised by how difficult it can be for readers worldwide to obtain African books.



*Clockwise from top, Harry Brice, who in September 2004 attended Cook's International Christian Publishing Institute on strategic leadership of publishing organizations in Colorado Springs, Colorado, U.S.A.; Brice's late mother; and Brice's son Matthew.*

"The children," says Brice, referring to former British colonies, "have grown up and are now producing themselves. Graduation has been and gone, but the parents"—the colonizers—"are still concerned that the children are unable to produce anything viable. It reminded me of my late mother."

Characteristically, Brice launches into a story.

"My father was suddenly taken ill. I was at home that day and was soon in atten-



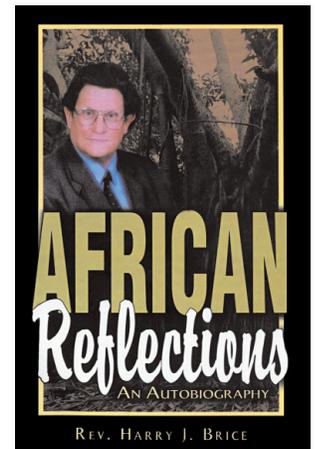
dance. The ambulance arrived and we departed for the hospital. My son, who worked there, made sure all the paperwork involved in admitting my father went smoothly.

"I went back to see my mother. After all the questions as to how my father was were over, she declared, 'I am so very happy that you were home today to cope with this. I never could have done so.' A little amazed, I answered, 'My son was at the hospital and could have done it all.'

"My mother's response was very swift and final, 'He is far too young to accept such a level of responsibility. He is only a child.' I asked when she'd consider him old enough. 'Possibly by thirty,' she replied.

"I was flabbergasted. You see, she herself married at 19 and became a mother at 21. But, 'That was different,' she retorted!"

African publishers "have grown up," argues Brice, "but just as there was no way of convincing my mother that her 23-year-old grandson could cope with getting his grandfather checked into the hospital, there seems to be no



*Shown above, Brice's autobiography, one of two books he had authored for Cana Publishing in Nairobi, Kenya, prior to accepting the assignment of developing a world distribution center.*

way of convincing many dear folk that Africa has anything to offer.

"I have accepted many assignments over the years," continues Brice, "but the craziest was in 2003, when I accepted my publisher's challenge to bring books from Africa to the world." David Waweru, founder of Cana Publishing, convinced his author to take on the task.

"Cana Publishing U.K. is a subsidiary of Cana Publishing in Nairobi," says Brice. "Our main role is distribution to Western countries. Our