



Prepare the Way

By Adel O. Khouzam as told to Kim Pettit

“There is such a hunger for our books,” says Adel Khouzam. “We published 215 books in just seven years!”

Our ministry, Prepare The Way [<http://www.ptwegypt.com/>], comes from Isaiah 40:3: “...In the desert prepare the way for the LORD; make straight in the wilderness a highway for our God.” With the coming of the third millennium, I felt a great burden, a great need to make known, in Arabic, the spiritual teachings of anointed men and women of God around the world. Our vision is to encourage and prepare the Church to experience the depth of His teaching and the fullness of His Spirit, so that His people can be a light to the whole world. We focus on practical help, materials for women, children, and leaders.

Personally, I used to bring spiritual books in English, written by men and women of God, to read for myself. Later I would photocopy them for others. I was helped by my friends in the West who sent me books. I am an evangelist and preach in different places in the Middle East. I found out that there is a shortage of spiritual books in Arab Christian bookstores, so I felt that it was not enough to just read and share materials in English. I decided to help the majority that does not read English, so I started a publishing company.

Prepare The Way is registered, miraculously, as a secular publishing house member of the Arab Publishers Union,

although all of our products are only Christian.

In 2001, evangelist Reinhold Bonnke asked me to be the printing agent for his ministry, Christ for All Nations [<http://www.cfan.org/>]. We published 19 books that first year! And from the second year till now we have been publishing around 30 books a year.

Other ministries asked us for help too. These included Sovereign World [<http://www.sovereignworld.com/>] and evangelists and Bible teachers Joyce Meyer [<http://www.joycemeyer.org/>], Benny Hinn [<http://www.bennyhinn.org/>], Tommy Tenney [<http://www.godchasers.net/>], Stuart Briscoe [<http://www.tellingthetruth.org/>], and R.T. Kendall [<http://rtkendallministries.com/>].

In 2002, we started our own marketing department, which is not depending on distributors. We established bookstores in 3 different cities in Egypt where there were no other Christian bookstores. We are also participating in Cairo International Book Fair, which is visited by 6 million Arabs every year. There is such a hunger for all of our different books, because there is a new theological openness to non-denominational and charismatic titles.

The average print run for PTW titles is 10,000. It sells out in two years. The average print run for other publishers might be 1,000-2,000 copies. We have published more than 200 books in just seven years.

PTW publishes about 30 books per year. Four or five are reprints. We reprinted some titles up four times. The Arabic translation of Joyce Meyer's book, *Me and My Big Mouth*, sold more than 30,000 copies. The average price of our books is US\$1.00. For a 560-page volume, we charged \$5.00 (the cost of production was about \$4.00). We only add overhead marketing costs and reinvest the small profits.

For the future I want to partner with more ministries. I am also looking at publishing comics for teenagers. Besides books, PTW also produces videos and CDs. We are

concerned that all books should be issued in a unique elegant way. We work hard to achieve this goal.

I would like to place a Christian bookshop in every city where there is a church. Egypt has 10 million Christians. Of these, maybe 300,000 are readers, but only 150,000 can buy the books.

We pray that readers will find a personal revelation from the Lord in every book we publish. We want people to know God and grow in an intimate relationship with Him. We want to encourage people in hard times.

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ChristianTrade Association International

PO Box 62187 • Colorado Springs, CO 80962-2187 USA

TEL +1 719 432 8428 • FAX +1 719 325 7001 • info@ChristianTrade.com • www.ChristianTrade.com