



**Katalin Szigethy**

Naphegy publishing  
Anno bookstore

<b>Sector</b>	Publishing
<b>Region</b>	Budapest, Hungary

<b>Nomination as an Ambassador</b>	<p>My name is Katalin Szigethy. I am a language teacher, interpreter and translator. When my son was born, I gave up my career at the Budapest University of Technology and Economy, where I was teaching in the Translation Studies Program. I decided to build up my own family business.</p> <p>First, I decided to try myself in translating children's books. From this idea came the next one: I realized that if I want to do my best on this field, I have to publish the books myself. It took me almost two years to come to a firm decision, however, selling my car for what became my first capital, and visiting Frankfurt Book Fair took only a few months. I figured, my only chance as a newcomer was to buy rights of existing books, and sell them at home. This strategy proved to be a success. I published nine titles out of a planned ten, and it earned us the „Children's book Publisher of the Year” prize. It was a huge acknowledgement and feedback from the trade, however, it did not mean I could sell any books on the field. As it turned out, selling a book was way harder than producing a book in good quality. I began to plan consciously, acquire qualifications, and I realized text is not the only thing I have to deal with in a professional way: illustrations, printing, trade, marketing and PR are equally important. Meanwhile, the company was growing fast, and I was hardly able to keep pace.</p> <p>My husband took an active part from the beginning, and luckily, from the second year, he was able to commit himself to the company full-time. Thus we became a real family-company, that caused some tension at first, but now we only experience the positive side of the situation. We enjoy our creative freedom very much, and life forces us to move on, so we open new projects every second years. Presently we are working on opening our web-shop and placing our home-made Hungarian books on the international market.</p> <p>I love to go to work every morning, because I feel I found my place</p>
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	in the world. One of the best qualities of this work is that our son, with whom I dreamed up the whole world of Naphegy Publishing, can be an integral part of life not only at home, but at work too.
<b>About the company</b>	<p>Naphegy Publishing House is the home of quality children's books. Its concentration on values such as beauty and love differentiates Naphegy from the rest of the market. Besides high quality picture books Naphegy is also renowned for its activity on the field of skill development books.</p> <p>Anno is a bookstore for children. A "tale-shop" where kids really feel at home, thanks to the labyrinthine stairs and the abundance of toys. Parents like Anno for its uncompromising focus on quality children's books, and its array of developing programs for children.</p> <p>Meseutca is a web-based magazine on children's literature. Its aim is to serve as a practical guide that briefs parents on the children's book market.</p>
<b>Year of business launch</b>	2006
<b>Number of staff</b>	10
<b>Further information</b>	<a href="mailto:k.szigethy@naphegykiado.hu">k.szigethy@naphegykiado.hu</a> <a href="http://www.naphegykiado.hu">www.naphegykiado.hu</a>