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The 70-year Foreign Exchange and Cooperation of China’s Publishing

By He Mingxing

The 70-year Foreign Exchange and Cooperation of China’s Publishing from 1949 to 2018 can be roughly divided into three historical periods: first 30 years from 1949 to 1978, last 30 years from 1979 to 2008, and new era from 2009 to now, according to the development characteristics of different historical periods. In the three historical stages, there are three main lines of exporting physical things, publishing foreign translations, and international development. The three main lines constitute the main historical context of China’s publishing and foreign exchanges in the past 70 years.

Let’s now focus on the foreign exchanges of Chinese publishing in the new era. In July 2005, General Office of the CPC Central Committee and General Office of the State Council issued the Opinions on Further Strengthening and Improving the Export of Cultural Products and Services. In November 2006, General Office of the State Council forwarded a number of policies on Encouraging and Supporting cultural products and service exports by the Ministry of Finance, the Ministry of Commerce and other ministries. In April 2007, General Administration of Press and Publication of the People’s Republic of China issued eight policies and measures to help the export of press and publication. In 2008, General Administration of Press and Publication signed a “Chinese and Foreign Book Translation Program” with more than 50 countries. In 2009, General Administration of Press and Publication implemented the International Publishing Project of translating Chinese Classics”, “Supporting Key News and Publication Enterprises’ Overseas Development Program” and “Supporting the Overseas Development of News and Publication Enterprises in Border Areas. In 2010, General Administration of Press and Publication launched “the Project of Marketing Chinese publications Overseas”. In 2010, General Administration of Press and Publication promulgated the “Development Plan for the Press and Publication Industry during the Twelfth Five-Year Plan”. In January 2012, General Administration of Press and Publication released the “Opinions on Accelerating the Going Out of China’s Press and Publication” was announced. These policies involve copyright export, foreign translation and publication, as well as setting up branches overseas, tax rebates and export incentives for Chinese publications. A series of policies have been introduced intensively to build a comprehensive support for China’s publications to go global.

In the context of good policies, China’s publishing exchanges ushered in the new era from 2009 to 2017. In the past 60 years, China’s publishing and foreign exchanges’ main form is exporting physical publications. Main features include the increase in the types of exporting physical publications, such as changes from traditional Chinese papers, Chinese classics, traditional art to audio and video tapes, e-books and databases, changes which rely on Internet information
Chinese publications have entered an all-round development period, both online and offline.

China International Book Trading Corporation and Amazon.com used Amazon’s brand and global logistics to launch the Amazon China Bookstore on Amazon.com which was launched on September 29, 2011 and has a dedicated short domain name www.amazon.com/chinabooks. As the only bookstore with a country’s name, the Amazon China Bookstore has more than 300,000 Chinese publications for overseas readers, covering 185 countries and regions. As of 2018, Amazon China Bookstore has released more than 400,000 varieties. Through the “Amazon China Bookstore”, Chinese publications have acquired a commercial channel that is independent, convenient and widely accepted by foreign readers. It has realized the real-time sales of Chinese books in the world’s largest e-commerce platform, enabling Chinese publications with Chinese culture to go global. Compared with the previous 60 years, the road to overseas sales can be said to be transformed. Driven by the Amazon China Bookstore, Dangdang.com, Amazon.com, and Boku Bookstore whose targets were domestic readers have gradually increased the number of international network distribution channels and expanded the international sales of publications to go global.

In addition to online bookstores, under the guidance of General Administration of Press and Publication, Shanghai Press and Publication Development Co., Ltd. and the French Lagardère Group have cooperated in international sales services. The Chinese side will sell Chinese books, magazines and other cultural products in foreign languages through the Lagardère Group’s 3,100 retail bookstores at major airports and stations around the world. Especially during the Chinese Spring Festival in 2011 (January 23-February 12), a large number of foreign-language Chinese publications were shown and sold for three weeks directly in 20 international airports and 100 bookstores in 10 countries including the United States, Canada, France, Germany, and Australia, which achieved good publicity.

In addition to the cooperation of multinational distribution groups, China International Book Trading Corporation and the National Association of Local Publishing and Foreign Trade Companies (referred to as the Local Trade Association) jointly hosted the China Book Association Exhibition of Bookstores around the world. In China, Singapore, Vietnam, Japan, the United States, Canada, Brazil, the United Kingdom, and Mauritius from December 16, 2011. The exhibition was held once a year, which effectively integrates overseas Chinese book resources and forms a network layout that is conducive to the overseas sales of Chinese books, thereby expanding the export of Chinese books and overseas sales of key books, and providing rich and up-to-date Chinese books for overseas Chinese and foreigners reading Chinese.

In short, the exports of Chinese publications have changed from books in the first 30 years to diversified products such as books, artistic products, e-books, audio-visual products, databases, etc in the last 30 years, and then to the online real-time Chinese publications (Chinese and foreign languages) sales platforms which have basically formed since 2009 and covers 185 countries and regions around the world. China’s publication exports have basically completed the online and offline sales layout for 70 years, and created diversified, multi-level and multi-agent international channels.

The cooperation of multinational distribution groups, China International Book Trade Corporation (referred to as National Maps Corporation) and the National Association of Local Publishing and Foreign Trade Companies (referred to as the Local Trade Association) jointly hosted the China Book Association Exhibition of Bookstores around the world.
The overall revenue from China’s digital publishing industry continues to grow. In 2018, total revenue of the domestic digital publishing industry was 833.78 billion yuan, an increase of 17.8% over the 2017.

The growth rate of digital newspapers and magazines is slowing down. Online journals revenue reached 2.138 billion yuan; ebook revenue reached 5.6 billion yuan; and revenue for digital newspapers (excluding mobile newspapers) was 830 million yuan. The total revenue of digital journals, ebooks, and digital newspapers in 2018 was 8.568 billion yuan, an increase of 3.6% compared with 8.27 billion yuan in 2017, and down from 5.35% in 2016. These three sectors account for 1.03% of total digital publishing revenue, and continues to decline compared to 1.17% in 2017 and 1.54% in 2016.

The digitization of traditional newspapers and periodicals has become an irreversible trend. Traditional news and publications companies need to accelerate the process of digital development and bring core competencies of traditional newspapers and periodicals to the digital content industry.

In other forms of online and digital media, revenue of blogs reached 11.53 billion yuan; online music revenue was 10.35 billion yuan, and online animation revenue reached 18.08 billion yuan. Internet advertising revenue reached 371.7 billion yuan.

Mobile publishing and online games are still important pillars of the revenues of the digital publishing industry. Mobile publishing (mobile reading, mobile music, mobile games, etc.) revenue was 20.74 billion yuan in 2018, accounting for 24.1% of the total digital publishing revenue. Online games revenue at 79.11 billion yuan, accounting for 9.5% of digital publishing revenue.

The revenue of online
education was 133 billion yuan, and this sector is quickly becoming and established and powerful part of digital education publishing.

**New Development of the Digital Publishing Industry**

Publishing houses have significantly improved the ability to innovate and transform in the digital era. In 2018, the digital transformation of the publishing industry continued to deepen. With new technologies, new formats, and new media, publishing houses continue to explore innovations in content, products, brands, and business models.

Some publishing companies have formed a matrix of integrated media products, achieving multi-dimensional development of content and fully exploiting their intellectual property. Traditional publishing companies focus on audio and video content, exploring their own superior content resources and developing further knowledge services. At present, a number of knowledge service brands have emerged and achieved good market response.

Online literature is another sector seeing continued growth and improvement. As of December 2018, there were 432 million online literature users in China, accounting for 52.1% all Internet users. The total number of online literary works exceeds 24 million, including nearly 1.3 million contracted works and 240,000 new contracted works in 2018. There are 610,000 contracted authors writing for the top literature websites, and tens of millions of authors have participated in online writing.

The quality of online literary works has significantly improved, making these works more mainstream. In particular, nonfiction works have flourished and become a powerful driving force for the development of online literature. Various online literature websites have focused on increasing the number of nonfiction works on their platforms.

Due to major festivals, events, and nationally recognized dates like the 40th anniversary of reform and opening up and the 70th anniversary of the founding of People’s Republic of China, works about the above-mentioned themes have become more prominent. In December 2017, the first Chinese network writer village was established in Hangzhou, Zhejiang Province. Since then, more than 100 writers have signed up and registered the studio.

In June 2018, Shanghai took the lead in launching the "Shanghai Literature Creation Series Network"
Literature Title Appraisal Method (Trial) for Internet Literature.” In July 2018, Jiangsu Network Literature Valley was listed in Nanjing, Jiangsu. In November, Jiangsu Network Literature Writers Village and China Network Literature Pan Entertainment Industry Incubation Base were unveiled in Zhenjiang City, Jiangsu Province. Network literature has become an important focus of cultural development in the whole country, especially in Beijing and the Yangtze River Delta region.

Also developing and maturing is the digital education publishing industry. In 2018, several policies were unveiled, which proposed to strengthen the supervision of online education content in order to effectively standardize and support the development of high-quality digital content for primary and secondary education. The two fields of continuing education and vocational training are growing and becoming good prospects for digital education publishers. At present, top sectors include language learning, qualification exam training and consultation, academic education, recruitment and job hunting, knowledge improvement in various fields, and mental health counseling.

The digital education products gaining in popularity include knowledge communities, learning apps, and online courses. In 2018, products and content from education publishers has become increasingly diverse. Various publishing houses have explored new ways to use their existing expertise to develop specialized and professional education content and products. The application of artificial intelligence technology in the field of education and publishing is also becoming more widely used, and intelligent digital education products have become an important focus of various publishing companies.

The digital transformation of newspapers and periodicals has accelerated. In 2018, many newspapers and periodicals have actively moved to new media, using the emerging media channels to build a new media communication matrix. The newspaper industry is assisted by a new generation of technologies such as big data and artificial intelligence, using visual and mobile methods to improve communication and influence of public opinion. Many newspaper and periodical companies have formed integrated media groups to take advantage of existing resources, brands, and talent to further digitize their offerings.

Knowledge services also grew in 2018, with users having a clear learning goals
and being more selective about the services they buy. Many top content platforms are developing knowledge services and resources for their users and conducting stricter quality control over content. Some small and effective vertical platforms with special features are rooted in specific professional fields, providing content and services for niche groups of users. In 2018, knowledge services covered a wider range of areas, including foundational skills education and interest-oriented entertainment content.

Short videos continue to grow in popularity and have caught the attention of many media organizations. TikTok quickly rose in popularity and caught up with Chinese video app Kuaishou. Large Internet companies are also working hard on the short video market, building new video platforms, developing video content, and making strategic investments. Traditional media has also been involved in short videos, and with this emerging field, traditional media can improve their ability to spread public opinion.

Along with the growth of digital publishing, management of Internet content has been further strengthened. Over the past year, a number of important initiatives around the new media have been introduced. In August 2018, The National Office Against Pornographic and Illegal Publications and the Ministry of Public Security jointly issued the “Notice on Strengthening the Management of Webcasting Service”. In November 2018, the Office of Central Cyberspace Affairs Committee and the Ministry of Public Security issued the “Regulations on the Security Assessment of Internet Information Services with Public Attributes or Social Mobilization Capabilities”. At the beginning of 2019, China Netcasting Services Association released its "Network Short Video Platform Management Regulations" and "Network Short Video Content Audit Standard Rules", and proposed 21 categories of 100 prohibited content clauses. In 2018, the relevant regulatory authorities carried out special rectification activities for self-media public accounts.

Over the past year, digital publishing standards have received additional development and attention. According to the relevant regulations of international standard management, a number of standards have been formed in the field of digital publishing, particularly fields like academic exchanges and scientific research. The Chinese Academy of Press and Publication has organized and built a news and publishing standardization service platform to improve the working mechanism of standardized news publishing. The declaration process is more rigorous, the application for approval is more stringent., and standards training continues.

In terms of copyright protection, under the Provisions of the Supreme People's Court on Several Issues Concerning the Application of Law in Cases Involving the Review of Act Preservation in Intellectual Property Disputes, rights holders can use temporary remedies to report intellectual property infringement. The Provisions of the Supreme People's Court on Several Issues Concerning the Trial of Cases by Internet Courts have clarified the rules of electronic evidence. Beijing Internet Court and 25 Internet technology companies have established an electronic litigation platform; and the Hangzhou Internet Court supported the plaintiffs to adopt blockchain technology as the method of preserving evidence and determining infringement. For the first time in the country, the method for reviewing and judging electronic evidence using blockchain was clarified. The “Sword Net 2018” special action jointly launched by the National Copyright Administration, Office of the Central Cyberspace Affairs Committee, the Ministry of Public Security, and the Ministry of Industry and Information Technology
is a special campaign on piracy and infringement in the fields of network reposting and short videos. Alibaba, Pinduoduo, various e-commerce platforms, and an anti-piracy alliance of 15 Beijing-based publishers signed a cooperation agreement.


The quality of digital content available to Chinese consumers is increasing. Those working in online literature, online games, knowledge services, short videos, and other fields recognize that the quality of their content is fundamental to enhancing its value.

In addition to entertainment value, digital content products now incorporate more cultural references. Nonfiction work about aspects of traditional Chinese culture—like calligraphy, painting, traditional crafts, and opera—are becoming popular with Chinese consumers on networks like TikTok.

Government media and mainstream media are prioritizing mobile content and the use of new media such as Weibo, WeChat, and short videos. In particular, media outlets are posting more content to the algorithm-based news media platform Toutiao and short video platforms like TikTok. By the end of 2018, there were 5,724 government accounts and 1,334 media accounts on TikTok, and this mobile-focused channel has become an important channel through which official government information is released.

Mainstream media have also adopted new content formats such as short videos, webcasts, mobile-optimized content, and virtual reality. They see these formats as a way to enrich information and expand communication channels. Traditional media and emerging media are gradually transforming from separate entities into a larger, integrated offering of content in multiple formats and on many platforms. China has comprehensively promoted the building of county-level integrated media centers in order to bring new opportunities for media integration and development to local content and media companies.

Artificial intelligence (AI) is increasingly used in content creation, auditing, data forecasting, operations, recommendations, and interactions. This technology is also playing a bigger role in optimizing the publishing process, which will greatly improve publishing efficiency. The application of AI at the level of human-computer interaction is deepening. For example, artificial intelligence can be applied to create virtual images and emotional expressions based on characters in literary works, enriching the reading experience. At present, some video platforms have applied AI technology to the IP operation process, including the use of AI technology for selecting casts of the film and television drama works, data prediction, and promotion.

Internet literature companies have begun trying to use artificial intelligence as a way to evaluate and predict the value of works on their platforms.

Another technology the publishing industry is closely watching is 5G. In June 2019, the Ministry of Industry and Information Technology issued 5G licenses to companies including China Mobile, China Unicom, China Telecom and China Broadcasting Network Corporation Ltd. This year marks the official entry of 5G technology into commercial use in China. 5G is expected to greatly enhance the speed and efficiency of transmitting information. For the publishing industry, this enhancement will influence topic selection and planning, production and communication, and consumers’ ability to consume digital content.

5G will provide faster and smoother conditions for the application of new technologies, new media and new formats in the publishing field. Big data and cloud computing will become the standard technology for the publishing and media industries. The availability of rich media—especially video content and "3R" technology
(VR, AR, MR)—will increase significantly in the 5G environment. 5G will also allow consumers to access more diverse digital content, leading to richer and more diverse content selection, formats, and delivery models. Publishers are prioritizing how to use 5G and how it will affect their business. Changes could include factors like consumer demand for enhanced content, resource integration capabilities, product innovations, and new business models.

Paid knowledge content is a growing sector of China’s media industry. Data released by various knowledge platforms show a sharp rise in sales, year over year. In terms of content, industry experts predict that self-help books will gradually become less and less popular, as paid digital content aimed at professionals and consumers wanting practical skills becomes the preferred format. Rich media, like audio and video enhancements, are increasing the popularity and usefulness of paid knowledge products. The further integration of rich media is expected in the future to meet consumers’ growing and diverse needs. With the technological advancements like AI and 5G and increasing consumer adoption of this type of content, there will be new development and market opportunities in the field of paid knowledge content and products.

Online gaming will also benefit from new technology and increasing digitization of other media industries. As one of the important branches of games, online gaming has become an important revenue source for the game industry in China. Large-scale Internet companies and live sports broadcast platforms are setting up online gaming. Beijing, Shanghai and many other places are actively promoting the development of the online gaming industry. Online gaming towns, online gaming industrial parks, and online gaming halls have emerged throughout the country, and various online gaming events have been established. Derivative content related to online gaming is also growing. In the future, there will be more competitive games created specifically for online gaming events; online gaming has the potential for cross-industry integration across games, sports, media, entertainment, and other fields. In the 5G era, the accelerated application of VR, AR and MR technologies in online gaming will further enrich the content and experience of mobile and online gaming.

In terms of digital content formats, audio and video services will become the focus of the digital content industry. With the popularity of 4G and the commercialization of 5G, short videos are expected to see a new round of explosive growth. Video content will become more deeply integrated with education, news information, paid knowledge, and other content fields. With the commercialization of 5G, consumer demand for online video consumption will continue to increase, and reliance on wi-fi will decrease. This change will lead to new and more abundant digital content formats and usage patterns. Digital content entrepreneurs will focus on responding to changes in content consumption and consumer demand, exploring new content formats, and developing successful monetizing and delivery models.

The trend in China’s content industry toward digitization is increasingly apparent. With the rapid development of artificial intelligence, big data, Internet of Things, and other technologies, consumer consumption of digital content continues to generate new demands on media companies. Internet content companies have made efforts to cultivate offline offerings to achieve comprehensive coverage of their brands and multi-level consumer engagement. In areas such as paid knowledge content and online education, there is a trend from online to offline. The multi-platform capability of digital content companies is constantly increasing. In order to create a richer and more comprehensive audience experience, offering content in various formats and multiple channels, online and offline, will become an important way for content companies to grow.
Steady Growth Continued in China’s Retail Book Market

By OpenBook

Recently, Beijing’s OpenBook research and analysis firm released the report on the Chinese retail book market for the first half of the year. OpenBook draws point-of-sale data from more than 7,000 physical and online bookstores in China, and systematically analyzes the overall scale of China’s book retail market. This latest report covers sales from January to June 2019, including various market segments and bestsellers.

Since the beginning of 2019, the Chinese retail book market is reporting continued “steady” growth as it did in the past few years. Online bookstores’ sales continue to increase while physical bookstores’ sales decline. Book prices are still rising, and the market for newly released books is still weak. Online bookstores’ discounts are also an important variable affecting the publishing market. In the first half of 2019, online retailers offered a book discount rate of 40 percent, which is a new low in recent years. Does this data mean that the Chinese book market has adapted to the “new normal”? What other variables will affect the future of Chinese publishing industry? We can find the answers in the report below.

1. Overall Market Situation

In the first half of 2019, China’s book retail market increased, up 10.82% year-on-year, and continued to maintain double-digit growth.

OpenBook’s assessment does cite a slowdown in the growth rate of online retail channels, but says those outlets continued to expand at a rate of 24.2% between January and June, while physical bookstores registered an 11.7% slowdown in sales.

Although the growth rate of online book sales has slowed down, it continued is overall growth, up 24.19% year-on-year. Annual sales through physical stores fluctuated around 34 billion yuan for many years, and finally fell below 33 billion yuan in 2018. In the first half of 2019, physical store book sales continued to show a negative growth trend, down 11.72% year-on-year.

But OpenBook’s team cites an interesting bit of background on the perceived downturn for physical stores in the first half of the year. The 19th Communist Party National Congress was held in October 2017 and precipitated the publication of many policy-related books that were popular in the following months and into 2018. In particular, books on Marxism and Leninism, politics, laws and regulations sold well. Those volumes seem to have good traction in the physical bookselling arena. As the energy
of the national congress has waned in the first half of this year, so has the bubble of physical store sales that seemed to follow it. And in terms of the rising performance seen in online sales—a trend first spotted by OpenBook in 2008—discounts are playing a key role. “OpenBook has started to release discount data of online channels in 2018,” Rainy Liu of OpenBook, told Publishing Perspectives magazine. “In the first half of 2019, online channels’ shoppers enjoyed an average book discount rate of 40 percent. And that data doesn’t include additional promotional activities such as double-discount specials, gifts offered with certain purchases, and coupons.”

Since 2018, the promotion activities of online bookstores have become more frequent, and the average discount has dropped. The online channel is still undoubtedly the biggest driving force for the growth in China’s book retail market, but how much is this growth based on discounts and coupons? This remains to be seen.

2. Category Breakdowns

As seen in OpenBook’s research, children’s books remain foremost among categories at 27.38% of the market in the first half of the year, but books on the social sciences, with 400,567 titles, are close behind at 25.57%. Educational study aids are next at 15.79%, with literature at 10.84%.

In the online retail environment, OpenBook reports that in the first half of this year, children’s books are the largest category of sales (28.85%), while in the physical bookselling environment, the lead is held by study aids (31.45%).

Books on psychological self-help, education, and engineering are the fastest growing categories in the first half of 2019. The new media platforms such as TikTok and new channels like Buy Together have gradually become competitors to bookstores, and there are now more channels through which books can be sold. Books on psychological self-help increased rapidly in the first half of 2019. In contrast, the academic and cultural books showed a negative growth trend in the first half of 2019.

3. New Books and Bestsellers

In the first half of 2019, OpenBook found 90,900 new books, down 6.22% year-on-year. The price of the newly released books increased as it did last year. In the first half of the year, the median price of the new books was 45 yuan, and the average price of the new book was 48.6 yuan.

In recent years, by observing the proportion of new books, OpenBook has found that the contribution of the new books to the overall market is declining—in terms of their higher prices and lower number of units sold. In the first half of 2019, the contribution rate of the new books’ prices increased slightly compared with the same period of last year.

In the first half of 2018, two new releases made the the Top 10 bestseller lists for nonfiction and children’s books, while no new releases made the Top 10 fiction bestsellers in the first half of this year.

Only five new releases reached the Top 100 bestseller status in fiction, nonfiction, and children’s books combined in the first half of 2018, and only three had the same success this year. In the first half of 2018, the five new books’ total prices contributed 5.67% to those of top 100 in the total list. In the first half of this year, the three new books’ total prices contributed 4.35% to those of top 100 in the total list. The contribution has declined.

So which books are bestsellers in 2019? The following is a list of fictional, non-fiction, and children's bestsellers in the first half of 2019:

As frequent bestsellers in the fictional list, the rankings of The Kite Runner by Kaheld Hosseini and Miracles in Namiya’s Grocery by Higashino Keigo have declined. Many imported classic works have completed the transition from bestsellers to books which always sell well many years, but the imported versions become less and less popular in 2019.

In contrast, more and more Chinese authors are on the list. The award-winning works, such as The Three-Body Problem are still in the list. Sales of classic works such as To Live, Red Cliff, Ordinary World, and Fortress Besieged remained stable.

Works on the non-fiction list are generally "younger" than the fiction list. The historical bestselling books, such as the Chinese History in Comics within Three Hours series and psychological self-help books such as Good Loneliness and Good Love are most popular in the market in the past two years.

Classic books and long-time favorites are often in the bestseller list for children. No new releases are currently on the children’s Top 100 bestsellers.
Basic Information on the National Press and Publishing Industry in 2018

The General Administration of Press and Publication recently released the "Basic Information on the National Press and Publishing Industry in 2018". In 2018, a total of 46.527 billion copies (books, boxes, and sheets) of books, periodicals, newspapers, audio-visual products, and electronic publications were published nationwide, a decrease of 4.11% from 2017.

In 2018, a total of 10.009 billion copies of books were published, an increase of 8.28% compared to 2017; 2.292 billion copies of journals and 33.726 billion copies of newspapers were published. A total of 241 million audio-visual products units were released, and 259 million electronic publications were issued, a slight decrease from 2017. In addition, the total number of books, periodicals and newspapers published nationwide were 193.178 billion, a decrease of 4.14% compared with 2017.

From the perspective of book publishing, 247,108 new books were published nationwide in 2018, adding up to 2.517 billion copies. Compared with the previous year, the number of titles decreased by 3.14%, and the number of copies increased by 10.69%. Reprints exceeded new releases both in terms of titles and copies published in 2018. There were 272,142 reprinted titles published last year, with a total of 5.774 billion copies; compared with the previous year, the number of titles increased by 5.74%, and the total number of copies increased by 7.18%.

By the end of 2018, there were 585 publishers nationwide, including 219 national publishing houses and 366 local publishing houses. There are 385 companies which publish audio-visual products and 316 publishing houses which offer electronic publications.

The number of children's books published in China has maintained steady growth. In 2018, a total of 22,791 new children's books were published, a slight decrease of 0.19% over 2017. Reprints reached 21,405
titles, an increase of 9.17% over 2017. The total number of copies released was 88.858 million. Total revenue from children’s books reached 2.253 billion yuan. Compared with the previous year, revenue grew by 28.4%.

The variety and quantity of audiovisual products and electronic publications declined in 2018, with a total of 6,391 recordings and 175.76 million audio units were published nationwide. Compared with the previous year, the number of titles decreased by 22.62% and the quantity decreased by 17.22% and the value decreased by 1.20%. Among them: the national publications import and export companies exported a total of 12,400 units, and earned 2.22 million US dollars; compared with the previous year. The number of units decreased by 35.97%, and the dollar amount increased by 29.91%.

In 2018, the country exported a total of 52,900 units of audio-visual products, ebooks and digital publications, valued at 29.3 million US dollars. Compared with the previous year, the number of units decreased by 17.22% and the value decreased by 1.20%. Among them: the national publications import and export companies exported a total of 12,400 units, and earned 2.22 million US dollars; compared with the previous year. The number of units decreased by 35.97%, and the dollar amount increased by 29.91%.

In 2018, the country exported a total of 12,778 copyrights, including 10,873 books, 214 recordings, and 743 electronic publications.

The places to which copyright was exported are as follows:

- United States: 1,228
- United Kingdom: 533
- Germany: 507
- France: 286
- Russia: 477
- Canada: 226
- Singapore: 430
- Japan: 424
- South Korea: 587
- Hong Kong, China: 805
- Taiwan, China: 1,552
- Other: 5,656

In 2018, the country exported 11,830 copyrights in books, audio-visual products and electronic publications.

The places to which copyright of these products was exported were as follows:

- United States: 912
- United Kingdom: 476
- Germany: 435
- France: 244
- Russia: 452
- Canada: 103
- Singapore: 334
- Japan: 408
- South Korea: 512
- Hong Kong, China: 535
- Macau, China: 25
- Taiwan, China: 1,449
- Other: 4,988

(Note: Statistics do not include statistics on Hong Kong, China; Macau, China; and Taiwan, China.)
4.93%. In 2018, a total of 8,403 new electronic titles were published, with 258,842,100 electronic copies released. Compared with the previous year, the number of new titles decreased by 9.06% and the number of copies decreased by 7.99%.

In 2018, both printing and publication distribution have risen and fallen. Printing saw operating income of 1.373 billion yuan, an increase of 4.34% compared with 2017, and total profit decreased by 1.74%. In 2018, there were 8,923 national printing enterprises (including special printing), an increase of 1.94% compared with the previous year. The average number of employees working at printing companies at the end of the year was 429,800, a decrease of 4.85% compared with 2017.

There were 171,547 book retailers in the country in 2018, an increase of 5.37% compared with the previous year. Among them, the number of Xinhua Bookstore locations was 9,591, a decrease of 0.44%. There were 398 bookstores operated by publishing houses, down 8.92%. In 2018, the total number of books (print, audio, and electronic) sold through the outlets operated by the Xinhua Bookstore System and the publishing houses was 21.708 billion units, which earned 32.137 billion yuan. Compared with the previous year, the number increased by 2.54%, and the revenue increased by 9.78%. Xinhua Bookstore locations sold 14.524 units, up 1.61 percent over 2017, and earned 170.878 billion yuan, an increase of 4.91%. Bookstores carried an inventory of 6.906 units at the end of the year, an number increase of 9.69%.

Imports of publications increased. In terms of import and export of publications, the national publications import and export companies have imported and exported a total of 4.08 million books, newspapers and periodicals worth 362.2 million US dollars. Compared with the previous year, the number increased by 25.57% and the value increased by 13.21%.

Among them, a total of 106.671 million copies of books were exported and earned 50.084 million US dollars. Compared with the previous year, the unit number decreased by 13.43% and the revenue decreased by 6.89%. A total of 3 million copies of books were imported and earned 217.8 million US dollars. Compared with the previous year, the unit number increased by 47.30% and the revenue increased by 26.65%.
CNS: A Large Multi-media, Full-process and Comprehensive Media Group

By Tang Ling

China South Publishing & Media Group Co., Ltd. (hereinafter referred to as “CNS”) was founded on December 25, 2008. It currently has 31 subsidiaries/branches and 14,000 employees. In 2018, its total assets reached 20.2 billion Yuan (2.611 billion euros), business revenue reached 9.57 billion Yuan (1.236 billion euros) with a net profit of 1.406 billion Yuan (181 million euros), ranking TOP5 among the listed publishing and media companies in China.

CNS was listed on Shanghai Stock Exchange in October, 2010 (stock code: 601098). Its market value has long been in the forefront of listed publishing companies in China. It is the only publishing company with stable market value exceeding 20 billion yuan in 2018.

CNS is a large multi-media, full-process and comprehensive publishing and media group. Its business integrates publishing, printing, distribution, newspaper, television station, network, etc. Its products are sold to North America, Latin America, Europe, Africa, Asia and Australia.

Among the Chinese publishing/cultural companies, CNS is the only one that owns TV and subway media, the first one who established its own financial company. It is also the only listed cultural company that entitled with a “Board Award” by Shanghai Stock Exchange. In addition, CNS is one of the TOP 100 Internal Controls Companies, TOP 10 Most Valued Listed Companies on the Main Board, as well as one of "Top 30 Chinese Cultural Enterprises" for 11 consecutive sessions.

With 9 publishing houses and 2 content planning companies, CNS publishes nearly 10,000 titles annually. In 2018, its market share of trade books ranked 2nd in China (1st among local publishing groups), within which the market shares of writing, pop science, literature & art, mind & self-help, biography, music, academic culture and Chinese classical literature titles are always in the leading positions.

CNS pays close attention to the international publishing trends. Each year, CNS buys translation rights to more than 300 foreign titles, and many of them has sold over one million copies, such as A Brief History of Time by Stephen Hawking, Le Voleur D’ombres by Marc Levy, Jerusalem: The Biography by Simon Sebag Montefiore, and Secret by Rhonda Byrne, etc.

CNS has always been committed to introducing quality Chinese contents to overseas readers. In recent 5 years, rights to more than 1000 titles, covering a wide range of genres such as culture, politics, economy, literature, children, science and textbooks, etc., have been sold to overseas publishers in the form of paper books, digital books, documentaries and cartoons. They have entered 76 countries(regions) and have been translated into 24 languages.

CNS has established multi-faceted cooperation from content to capital with internationally renowned publishing companies/organizations, including Frankfurt Book Fair, Pearson, Thalia, Cengage Learning, McGraw-Hill, Schott Music, GIUNTI, etc. in various aspects, from content to capital.

In recent years, CNS has been providing high quality printing services to overseas customers. By the end of 2018, the total sales of overseas printing business amounted to nearly 20 million US dollars. The printed products, such as textbooks, supplementary books, magazines and calendars, have been delivered to customers from nearly 20 countries/regions in 6 continents, including the United States, India, Britain, Nigeria, Bangladesh, South Africa, Mexico and Canada, etc.

Looking into the future, CNS will realize the full-media coverage of the targeted groups by multimedia products in order to construct itself to a domestically leading and internationally famous publishing base and an important strategic investor in China’s culture industry. We are sincerely looking forward to cooperating with international counterparts so as to improve mutual trust and realize win-win situation in cooperation.
After it reorganized its original publishing business in 2010, Sichuan Publishing Group established a strategy of “cultural industry + capital” to further develop its business. After several years of exploration and planning, this strategy now includes plans to develop cultural education and promote cultural industries, with cultural tourism and cultural investment at the core.

Since 2016, Sichuan Publishing Group has actively developed and promoted a series of industrial projects. The five-billion-yuan Sichuan Cultural Industry Equity Investment Fund, jointly established with the Sichuan Development Industry Promotion Fund, was successfully launched and has raised one billion yuan in the first phase. It has invested in a number of high-quality projects such as Global Tone Communication Technology Co., Ltd, XGIMI, and DAQSOFT. Since 2016, Sichuan Publishing Group has actively developed and promoted a series of industrial projects. The five-billion-yuan Sichuan Cultural Industry Equity Investment Fund, jointly established with the Sichuan Development Industry Promotion Fund, was successfully launched and has raised one billion yuan in the first phase. It has invested in a number of high-quality projects such as Global Tone Communication Technology Co., Ltd, XGIMI, and DAQSOFT.

“In the future, Sichuan Publishing Group will gradually optimize the Group’s asset allocation through fund investment, industrial mergers and acquisitions, financial investment, etc., to form a relatively stable profitability, remake the main business without leaving the cultural main line, and realize the benign interaction and resource synergy of industry and capital.” said Luo Yong, chairman of Sichuan Publishing Group. Under his leadership, Sichuan Publishing Group is rapidly advancing with a series of distinctive strategies and unique skills, and is moving towards a domestic first-class cultural industry investment group.

**Culture and Capital Go Together**

In recent years, the fast-growing cultural consumer market has attracted a lot of investment interest. In 2018, investment in the cultural media industry doubled from 2017, reaching a new high compared to the past five years. According to Luo Yong, the first phase of the Sichuan Cultural Industry Equity Investment Fund was supported by various levels of government, including the Ministry of Finance, the Sichuan Provincial Finance Department, and the government of the high-tech zone where the publisher was registered. The funding rate has reached 60%.

Up to now, the Group and the Cultural Industry Fund have invested in a number of high-quality cultural enterprise projects such as Global Tone Communication Technology Co., Ltd, XGIMI, and DAQSOFT, as well as film and television projects including The Chainbreakers and China’s Grain Field, and a number of market-oriented equity investment projects including Yunda Express and Qihoo 360.

Through investment practice, Sichuan Publishing Group has gradually established a mature structure of short-, medium-, and long-term investments with a combination of industries, funds, and equity. According to Luo Yong, the fund has been rated as one of the top ten cultural industry funds in China by “Chinese Venture” for two consecutive years (2017 and
2018) and has established brand and popularity among China’s cultural industry funds.

In the future, Luo Yong said, “the group continues to invest and manage the first phase of the fund, and it will also cooperate with China’s top investment institutions to set up special funds for film, music, sports, etc. The group has gradually developed the strategy of building a cultural industry fund cluster. In addition, the group will gradually explore building a diversified, multi-level, and wide-ranging cultural and financial service system and creating a cultural financial service platform.”

Combine Culture with Tourism

In 2018, the Ministry of Culture and Tourism was founded, and the integration of culture and tourism became a national strategy. The continuous increase in the per capita disposable income of people has brought about a continuous increase in the demand for cultural elements in tourism.

“Publishing groups have rich cultural resources and inherent advantages of being involved in the cultural and tourism industry. Therefore, the integration of culture and tourism has a sufficient market capacity base,” said Chen Yunhua, president of Sichuan Publishing Group.

Based on unique cultural tourism resources in Sichuan Province, Sichuan Publishing Group has closely followed the cultural main line in recent years, highlighted cultural content, and made every effort to build a complete cultural tourism industry chain.

Chen Yunhua told China Publishers Magazine, “Specifically, we will build tourist attractions and improve tourists’ experience with high-quality cultural content and creative cultural products. We will channel online viewers into offline customers with fashion and creative media content, and integrate resources along tourism routes with boutique travel products. Our aim is to create a full cultural tourism industry chain of ‘cultural content + cultural tourism routes + cultural creative media + cultural tourism scenic spots.’

We are striving to establish a well-known cultural travel brand to help Sichuan build some international tourist attractions.”

Specifically, Sichuan Publishing Group is working hard to build a cultural travel operation called Tibetan Cultural Tourism Company, and to successively set up professional travel and tourism subsidiaries such as media companies. Sichuan Publishing Group actively arranges layout along cultural industry corridor in the Tibetan, Qiang and Yi ethnic groups. Sichuan Publishing Group is building a series of cultural tourism projects including Ruoergai Western Ranch Project, Zhasage Scenic Area, the Ancient City Cultural Project in Jianchang of Xichang, National Top 100 Village in Heishui County, Sichuan’s Top Ten Characteristic B&B Yangronghad, and the Cableway Project in Yading of Daocheng. The group is also developing a Cultural Tourism Golden Route in the Northwest Sichuan from Jiuhuang in Sichuan, passing through Ruoergai, Heishui, Yading in Daocheng, and finally to Xichang, in order to enhance the cultural tourism industry along the cultural industry corridor in the Tibetan, Qiang and Yi ethnic groups. At the same time, the group also vigorously developed new businesses such as folk culture tourism and ecotourism on the Tibetan Plateau, which have enriched the cultural tourism industry on the plateau and are recognized by the industry and consumers.

Compared with other industries, what are the advantages for publishing companies to be involved in and work with the cultural travel industry? “Culture, as the soul of tourism, empowers brand
for the tourism industry, and upgrades tourism products, the foundation of which is seeking, organizing and redeveloping cultural elements, especially local characteristic elements. The publishing group has great advantages in integrating cultural resources. Publishers also offer talented managers who are good at managing cultural projects and companies. These factors constitute the greatest support for their involvement in the cultural tourism industry,” said Tang Xiongxing, deputy secretary of the Sichuan Publishing Group’s communist party committee.

However, Tang Xiongxing also mentioned that there are certain risks for publishing groups working in cultural travel. “The main challenge is finding a suitable development model for the cultural tourism industry, finding a unique offering in cultural travel industry like research travel or tailored high-end cultural travel. Publishers must balance heavy asset layout and light asset operation, and solve the risk of capital flow in the management of cultural tourism projects, etc.”

In the face of these challenges, Sichuan Publishing Group has managed to identify a differentiated development orientation that suits itself. “The Tibetan, Qiang and Yi ethnic groups region in Sichuan Province are rich in tourism resources and have a relatively fast growth rate. However, for traffic and other reasons, the development of cultural tourism in the past has been relatively low, so the potential is relatively large,” Tang Xiongxing said.

The group has overcome its shortcomings and thus achieved rapid development by introducing industrial and capital partners such as Shenzhen Capital Group C., Ltd, and USUNHOME.

Sichuan Publishing Group’s cultural tourism projects, cultural media, and customized research tours, which are headed by Western Ranch, are expected to achieve better performance. “The Zhagash Project, the Ancient City Project in Jianchang in Xichang, Yading Cableway Project, and other projects can gain a lot of revenue and profits.” Tang Xiongxing said.

Building Resources of Culture+

While consolidating the advantages of cultural tourism and cultural investment, Sichuan Publishing Group has also followed the cultural industry chain in the upstream and downstream of the cultural industry chain and build resources in the fields of cultural education, cultural creativity, cultural real estate and other fields.

In the cultural education sector, Sichuan Publishing Group relies on its affiliated education platform—Bandou.com developed by Sichuan Aikexing Education Technology Co., Ltd.—to contribute to the education of young people in the youth education industry, and it has been well-known in the industry. The platform, offering high-quality student education and patriotic education, cooperates with more than 20,000 schools, has achieved annual income of tens of millions yuan, and made profits through a series of innovative courses.

"Based on the Bandou.com, we have found a breakthrough in the cultural education sector. In the next year or two, the platform is expected to continue to expand its market share, form a stronger core competitiveness, and gain a position in the industry as a benchmark,” Luo Yong told China Publishers Magazine.

Referring to the field of cultural creativity, Chen Yunhua said, "In the past years, the publishing group relied on quantity and scale. Now, the company emphasizes quality and efficiency, with a focus on creating quality products.”

Sichuan Publishing Group published the Silk Soul about the Silk Road in 2017, and its hit book of 2018 is the Golden Mask. The group plans to launch The Legend of King of Gesar this year. “We have a key book each year, and the book is popular. Based on the content industry, the publishing group has found a new publishing solution and development direction and has achieved substantial results,” said Chen Yunhua.

The Golden Mask is a middle-grade series written by Scottish author John Wilson. The first book in the series is called The Ruined City, and it is inspired by Bronze Age artifacts found in the Chinese city of Sanxingdui. Wilson is published by Canadian publisher Orca Books, and Sichuan Publishing Group published the Chinese version in 2018. An animated film adaptation of the book is in the works, with the title Heroes of the Golden Mask. The film was announced at the 2018 Annecy International Animated Film Festival in France.

Sichuan Publishing Group has brought The Golden Mask to multiple entertainment sectors and extended this story to more consumers, both in China and abroad. In Luo Yong’s view, “Both the novel and the film stand on the shoulders of the international expression team, facing the global market, and telling a Chinese story in the global language.”

In addition, based on its own traditional resources, Sichuan Publishing Group is also striving to make breakthroughs in the cultural real estate sector. From the rise of the Hibiscus Urban Cultural Complex in the north of Chengdu City, to the transformation of the Old Publishing Base at No. 3, Yandao Street, more cultural landmarks are built by Sichuan Publishing Group. According to Luo Yong, No. 3 Yandao Street has been rebuilt into a high-end office building. As of press time, the main project and the second phase of the project have been completed, and a cooperation agreement has been signed with corporate customers such as WeWork. “In the future, the project is expected to become a cultural industry incubation base and exchange platform,” Chen Yunhua said.
The Arts Bridge: Active, Innovative and Open Cultural Communication Platform

By Yang Guishan

On August 21st, at the 26th Beijing International Book Fair (BIBF), the Arts Bridge of Guangxi Normal University Press held a new “Annual Series” press conference to promote Chinese artists and designers. This is the third year the conference has been held at BIBF. At the event, Mr. James Smith, CEO of ACC Publishing Group, announced the list of artists who will be promoted by The Arts Bridge in 2020: artist Xu Bing, designer Yang Mingjie, creator Zhu Zheqin, and manufacturer Xu Gang. All four were present and made remarks. Artist Bai Bing and Frankfurt Book Fair vice president Ms. Claudia also came to the conference as long-time supporters of The Arts Bridge.

Zhang Yibing, chairman of the Guangxi Normal University Press Group, said at the press conference, “the brand communication and platform building process of the past three years is not only a practice of cultural enterprises fulfilling their responsibilities and missions, but also an exploration of industrial transformation and upgrading of the publishing group.”

Through two successful overseas acquisitions, Guangxi Normal University Press Group has developed The Arts Bridge project into an international brand and established a multinational publishing platform in China.

“Making culture go global” is one of China’s strategic responses to globalization. Based on the responsibility and political consciousness of cultural enterprises, The Arts Bridge project of Guangxi Normal University Press uses its publishing advantages and ability to innovate to understand and overcome the challenges of foreign cultural exchange between China and other countries. The project continues to promote international communication by bringing outstanding Chinese artists and designers on the international stage—in 2020, those artists are Xu Bing, Zhang Yonghe, Bai Ming, Zhu Yingqi, Yang Mingjie.

Their books, works, opinions, personal charm, and Chinese stories told through artistic language and creative design are presenting a real and comprehensive picture of China to the rest of the world.

“Making culture going global” depends on international communication, especially accurate and effective international communication. The Arts Bridge project is supported by Guangxi Normal University Press Group at home and abroad. Guangxi Normal University Press now has overseas companies in Singapore, Australia, the United Kingdom, the United States, as well as editorial and distribution teams in Melbourne, London, New York, and Singapore. It has established editorial teams and offices which have rich international publishing expertise and experience connecting with overseas counterparts.

The Arts Bridge is present at the major international book fairs every year with surprising booth design, high-tech use, and exchanges between Chinese and foreign artists.

Guangxi Normal University Press has its roots in book publishing, but it has expanded its expertise in recent years. Through the promotion of the “Annual Series” brand and the creation of an English academic architectural journal, the press allows artists and designers’ books to smoothly enter the European and American markets. At the same time, some international curatorial and international exchange projects are gradually being promoted. Guangxi Normal University Press conducts business exploration in new fields, new forms, and new models such as creative culture and educational training.

Openness is at the heart of The Arts Bridge. This is not only a stage for Chinese and foreign artists and designers, but also an open platform for gathering national cultural resources. The Arts Bridge is committed to breaking the industry barriers and filling the communication gap, which is supported by open minds and cultural confidence, and driven by innovation. The Arts Bridge 2021 Annual Series has already started the selection of foreign artists, and has also taken important steps in cooperations with publishing houses.

In the future, Guangxi Normal University Press will join hands with more outstanding artists and designers at home and abroad to gather high-quality resources, continue international communication, and disseminate excellent Chinese culture in a richer and comprehensive form.
Anhui Publishing Group’s Win-Win Cooperations Bring International Opportunities

By Liu Chao

Anhui Publishing Group has been actively participating cooperating with foreign publishers to spread Chinese culture abroad, enrich the world culture, and promote the connections between different cultures. The group has used various cooperation models in the different parts of the world to create quality, effective projects.

After more than ten years of development, Anhui Publishing Group has gradually developed a cooperation strategy which started with a single copyright export and has grown into multicultural product export, from simple product trades to international cooperation, from cultural output to cultural capital output. A series of cooperation achievements were reached in cultural exchanges and cultural trade.

In recent years, the group’s exports have developed from exporting individual products to exporting industry, from exporting publishing to exporting culture. Anhui Publishing Group’s copyright exports have ranked top in the country for 10 consecutive years, with more than 7,500 copyrights exported. 152 projects have been selected as key national publicity projects, and more than 10 foreign cultural exchange platforms such as “Beautiful Anhui Silk Road Cultural Promotion Center” have been established. The annual average exports of various cultural products and services reached 100 million US dollars. The group has established strategic partnerships with well-known cultural publishing companies in more than 50 countries and regions including Europe, the United States, countries along the “Belt and Road” initiative, neighboring countries, Latin America, Africa and Taiwan.

At present, it is making efforts to build four export bases in Central and Eastern Europe, Southeast Asia, the Middle East and the middle and eastern parts in Africa. Time Marszalek Group is taking charge of the publishing and cultural exchange base in Central and Eastern Europe. Focusing on building “Belt and Road” book counters in Singapore, the Anhui Cultural Experience Center is bringing Chinese teaching materials Southeast Asia. The children’s book publishing base in the Middle East is centered around the Lebanese Time Future company, and the Ethiopian company of Antai is the center of Anhui’s activities in Africa.

Anhui Publishing Group is continuously strengthening its content offering and promoting a number of copyrights that highlight the Chinese spirit and reflect the innovative development of contemporary China. At the beginning of August 2019, the book Overcoming Difficulties from Anhui Literature
and Art Publishing House won the fifteenth “Five-First Project” award. As the key publishing project of the group, the copyright of Overcoming Difficulties had been exported to Germany, Russia and other countries before the award. Up to now, the group's copyright has been exported to more than 50 countries and regions in Europe, the United States, and countries along the “Belt and Road”. The copyrights for several series such as Red Hearts and The Great Country's Backbone – Heroes of Two Bombs and One Satellite have been exported to countries along the “Belt and Road.” The group has won the honor of “China's Most Influential Enterprise” many times and was selected as one of the Top 30 National Cultural Enterprises in 2019.

The group actively promote the “Silk Road Children’s Book Alliance”, “Colorful Silk Road” platform for promoting Chinese folk culture abroad, “Chinese Culture South Asia Comprehensive Promotion Platform” and other key national cultural export project platforms. The group has joined the “China-Central and Eastern European Countries Publishing Union” and IPR License, the world's largest international copyright trading platform. Other plans include promoting online and offline integration, content and sales channel interaction. In addition, the group plans to develop outstanding publications that reflect the characteristics of the new era and show the charm of Anhui culture to overseas audiences. In the next five years, the group will focus on expanding the “One Belt, One Road” activities in Central and Eastern Europe and Southeast Asia, and continue to develop markets in Europe, America, the Middle East and Africa. Starting with building overseas entities, the group will focus on building four key bases for Central and Eastern Europe, Southeast Asia, the Middle East, and central and eastern regions of Africa.

The group's cultural products trading business covers nearly 100 countries and regions around the world and continues to expand. The group has 16 subsidiaries engaged in the trading of cultural products and services. It is gradually adjusting its trade structure and opening up business to stabilize the scale and improve efficiency. In 2018, Time Innovation Technology Co., Ltd. obtained more than 10 authorized products from Disney, and its export sales exceeded US$5 million. IP properties from Time Youth International Co., Ltd. achieved sales of 11.5 million yuan, and the publisher obtained an exclusive license to the “Pajamas” property. It has carried out cultural service trade cooperations with the United States, Canada, Britain, France, Spain, Chile, Poland, Sri Lanka, United Arab Emirates, South Africa and other countries, and has a good reputation among customers at home and abroad.

The group actively promotes the technological innovation in publishing, its main business, as well as the integrated development of various sectors such as tourism, technology, and international cultural exchanges. Through the implementation of projects like the “Anhui Tourism in Embassies,” “Anhui Tourism Through World Tour,” “Foreigners Watching Anhui,” and others, the group promotes Anhui cultural tourism and cultural and creative products overseas. Tourism resources and cultural and creative products are used to expand and upgrade the channels and modes of cultural exchange. The Ethiopian Ministry’s Education Cloud and Smart Campus Project, undertaken by the Group's Antai Technology Corporation in Ethiopia, develops courseware and provides virtual courses and teaching content, combined with the group's quality resources in culture, media, education, and English-language language materials. At present, the interconnection between this cloud platform and 36 universities in Ethiopia has been realized, which further enhances the effectiveness of cross-cultural communication.

Overseas cultural projects are the fastest growing segment of the group's international cooperation business in recent years. Antai Technology's subsidiaries in Ethiopia have steadily expanded, winning the bid for the EPC project of the Ethiopian Ministry of Education to build an intelligent campus at Mekele University. Based on high-quality resources in the media and education, the company develops courseware, provides teaching content, and further enhances the effectiveness of cross-cultural communication. In Bulgaria, the company has undertaken a number of intelligent engineering projects in Sofia, and accumulated high-quality local government and educational resources to lay a solid foundation for promoting integrated development.
Sacred place on earth, heavenly land in Tibet. But how much do we really know about Tibet?

The author of “Mastiffs of the Plateau”
Yang Zhijun’s first fiction for children

Children of the Bayan Har Mountains

Youngsters and Animals  Nature and Homeland  Survival and Belief
A poetic childhood of a Tibetan kid
A hymn to the Tibetan herdsman

The departure from the homeland, the disappearance of ancient civilization, the impact on traditional belief
River runs, grass grows, snow cap stays, good fortune comes.
The boy and his Mastiff always believe that with sacred beliefs, pure hearts, and sympathies, the grassland of the Bayan Har Mountains will grow again.
Established Wide Cooperative Relationships All Around the World

By XU Ning

Zhejiang Publishing United Group is one of the biggest comprehensive publishing groups in China. Founded in December 2000, it is a solely state-owned publishing group of Zhejiang Province. The Group is specialized in publishing, producing and distribution of books, magazines, audio and video products as well as electronic, digital and multimedia publications. Besides, it is engaged in (also operates in) businesses such as material trade and investment related to the publishing industry.

At present, it has 5 wholly-owned sub-groups, 11 publishing units and more than 140 wholly-owned and holding legal entities, with 8,212 employees. The Group has been listed onto the “National Top 30 Cultural Enterprises” for ten consecutive times. In addition, it has been successively honored as Advanced Reformer of the National Cultural System, the Advanced Unit of “Going Global” in National Press and Publication, and elected as one of the first batch of “Digital Transformation Demonstration Publishers in China and one of the Global 50 Publishing Units. In 2018, the Group registered revenue of RMB 12.363 billion and total profit of RMB 1.305 billion.

Its eight publishing houses published 10,000 titles. The publications about children, education, art, economics, and literature have great influence in countrywide. Zhejiang Juvenile and Children’s Publishing House has been in the top list of market share, national children’s book, continuously for years. Zhejiang Xinhua Distributing Group Co., Ltd has made in-depth progress in transforming distribution, strengthened multi-channel expansion within and beyond the stores and Zhejiang Province and on and off the Internet, and upgraded the retail stores, many of which are hailed as “the Most Beautiful Xinhua Bookstore”. Besides, it has established Hangzhou’s first “unmanned bookstore” in cooperation with Alibaba.

Serving the national strategy, One Belt And One Road publishing cooperation platform construction is fully rolled out.

The group has publishing cooperation projects with Malaysia, Indonesia, India, Sri Lanka, Nepal, Thailand, kyrgyzstan, uae, Israel, Russia, Serbia, Poland, Romania, Hungary, Bangladesh, Albania, Pakistan, Iran, Mongolia and more than 20 other silk road countries. In 2015 and 2016, in the selection of the translation and publishing project of the silk road book project of the general administration, the group has received funding for more than 100 kinds of books, accounting for about one tenth of the national projects, ranking among the best.

Promote the in-depth
cooperation with One Belt And One Road publishing industry through the key expansion of node countries. After years of management and deep cultivation, the group has expanded its cooperation with the publishing industry in Malaysia. More than 50 projects, such as textbooks for Chinese independent middle and high schools in Malaysia, four masterpieces, original Chinese picture book series, works of Maijia and Wang Xufeng, have exported Malay copyright.

At the beginning of the 12th five-year plan, science textbooks for secondary schools were fully introduced into the full-time independent secondary schools of Chinese Malaysians. Mobile digital libraries for primary and secondary schools overseas, which have cooperated with China mobile Migu digital media, will also be set up in more than 1,000 Chinese primary and secondary schools in Malaysia.

Overseas publishing and distribution institutions have become important platforms for external communication

Starting from the 12th five-year plan of overseas localization strategy, the group has established Oriental bookstore in France, Tokyo branch and Big camphor tree press in Japan, and acquired new frontier publishing house in Australia, set up 10 Boku bookstore chains and supporting websites in Russia, Australia, the United States and Taiwan. In 2017, the London branch of Oriental bookstores and the UK branch of new frontier publishing house were established successively.

French Oriental publishing house, which has been built for 8 years, has published more than 100 kinds of Chinese theme of French books.

The Tokyo branch of the group and Big camphor tree press have published a variety of Japanese books with Chinese themes, including the Japanese edition of the national key publicity project history library of Sino-Japanese cultural exchange and the unique Chinese textbook learn Chinese from People’s Daily written by famous Japanese sinologists.

As the first overseas acquisition project of children’s publishing house in China, Zhejiang children's publishing house wholly acquired new frontier publishing house in Australia in 2016 and registered its branch in London. New frontier publishing house is featured by the publication of children's picture books, international operation and international synchronous publishing.

In line with the forefront of international publishing, copyright export and cooperative publishing to a new level

The group’s copyright export and cooperative publishing have increased exponentially, and the quality has been apparently improved, and gradually integrated into the mainstream publishing market in Europe and America. Since the implementation of the overseas promotion project of mai jia’s works, it has exported overseas copyright in 42 languages, exerted a significant influence in the mainstream book market in Europe and America, and led Chinese contemporary literature to go abroad.

A number of domestic bestsellers and overseas markets have achieved brand extension. Shen Shixi’s books such as The Dream of Being A Wolf King,This is Jack Ma, China Art Since 1980 have all achieved multilingual copyright export, and each book has constructed a cultural communication platform.

Many academic monographs have entered the international publishing platform of well-known overseas publishing groups, promoting Chinese academic going abroad and becoming a focus and highlight of the group’s going abroad work in recent years.

Zhejiang education publishing group, Zhejiang science and technology publishing house cooperate with German springer publishing company, De Gruyter publishing company and other first-class publishing institutions in the world, published The China Big Scientific Facilities Projects and so on a number of the global English edition of academic works representing the world’s leading academic level .

Since the 12th five-year plan period, science textbooks for primary and secondary schools, mathematics textbooks for foreign languages, Chinese textbooks for foreigners, and academic reference books for universities have formed platform construction echelon for group teaching material to go out . In addition to exporting science textbooks to Malaysia, Hello Cameroon , a Chinese language textbook in cooperation with Cameroon’s ministry of education, has entered full-time schools.

The platform of China-Africa cooperation has become the national brand after 8 years of hard work

The group took the lead in entering the African market and be in the first list of China in the China-Africa publishing Cooperation, which is awarded Special Contribution Award by the General Administration of The State Council Information Office of People’s Republic of China.

The two series of African Farm Technology and African Health Care has been published in English, French, Spanish and Swahili, covering more than 20 editions in 11 African countries. The agricultural sector has expanded from planting to animal husbandry, fishery and other sectors. The series of African Health Care (West and Central Africa Edition) has received the warm responses from West and Central African countries and high praise from the World Health Organization and The State Council Information Office of People’s Republic of China. It has made contribution in the fight against the Ebola epidemic, which was approved by the leadership of the Propaganda Department of the Central Committee of the CPC.
A Transoceanic Cooperation Full of Luck

By Yang Fan

During the 48th London International Book Fair in 2019, our publisher and the Quebec American Publishing Group of Canada successfully held the signing ceremony for exporting the French version of the children's picture book Fruits Become Red. This is a very important transoceanic cooperation, filling the gap in the copyright output of our publisher to important developed countries in the Americas.

In recent years, our company has actively carried out global trade cooperation, and has achieved fruitful results in “exporting and introducing books”. It has successfully held a number of copyright export signing activities on large international book fairs. The partners include Romania, Poland, Germany, Egypt, Australia, Russia, India, South Korea, Japan, Nepal and other countries, which has made contributions to promoting the exchange of Chinese culture and world culture. However, we have not established a cooperative relationship with the American countries. Before that, we had been working hard to find a partner, but we have not found a suitable opportunity. The copyright output of the picture book Fruits Become Red is also full of luck.

Fruits Become Red is one of the “Little Lotus Original Picture Books” that our publisher planned to publish in 2018. The picture book’s authors Lin Xiusui and Liao Jianhong are from Taiwan, and they are a pair of talented couples. This couple has won the 7th and 8th Chen Guozheng Children's Literature Award, the 38th Jinding Award, the 18th and 20th Hsin Yi Picture Book Award and the first prize, the first Hsin Yi Picture Book.
Award, the 2nd Feng Zikai Children's Picture Book Jury Prize, etc. The picture book depicts animals fight for food after the ripening of the pomegranate and their changes of psychological state to lead young readers to start a forest adventure of the animals.

While popularizing the knowledge of food chain science for young readers, it also contains the humanistic concept of harmony between man and nature. The rhythm of the text is very strong, and the repeated "Oops" in the text allows the young readers to experience the pleasure of pronunciation in reading. It can be said that this is a very creative work.

This February, our old friend Mr. Thomas Minkus, Vice President of Frankfurt Book Fair, and Mr. Yang Guishan, Deputy Editor-in-Chief of Publishers, came to our publisher to seek deeper cooperation. During the meeting, Mr. Thomas mentioned his good friend, Ms. Carolyn, the president of Quebec Americas Publishing Group, is very interested in the children's picture books with Chinese elements, but didn't find a suitable partner. We recommend Lin Xiusui and Liao Jianhong's three children's picture books, Fruits Become Red, Frogs and Chameleons, and Clown, Rabbit, Magician, and commissioned him to transfer the details of the three books to the Quebec American Publishing Group. A week later, good news came, and the company was very willing to introduce Fruits Become Red and to publish it in the French-speaking world. During the London book fair, Ms. Caroline highly praised the picture book, from the plots the story to the color of the pictures, especially the main color of the Chinese red throughout the picture book, and the clever folding design in the middle of the book. All reflect the exquisiteness and novelty of the book. She expressed the hope to visit our company at an appropriate time and send a sincere invitation to us, hoping that the two publishers can continue to cooperate.

This cooperation with the Quebec Americas Publishing Group is of great significance. It fills the gap in the copyright output of the important developed countries in the Americas and lays a good foundation for the subsequent cooperation. The Quebec Americas Publishing Group was founded in 1974 by Jacques Fortin, and its publications cover novels, dictionaries, encyclopedias and so on. In 1989, Jacques Fortin realized the dream of spreading knowledge on five continents. Currently, the group has publications in 35 languages in more than 100 countries. Due to the rapid development of communication technologies around the world, the Group is increasingly focusing on the dissemination and sale of its products through the Internet and digital media. For more than 40 years, the group has been known for publishing literary works and has always focused on the high quality of books.

This cooperation with the Quebec American Publishing Group seems that there is a certain luck but there is a certain inevitability. In recent years, under the concept of adhering to serving education, our company has also made efforts to develop outstanding children's original works, which greatly enriches and improves the variety and structure of books, so that the books' export has a solid foundation; at the same time, we also choose to introduce excellent foreign books, the most representative of which is Bratislava international illustration for two years The BIB award-winning book series. So far, we have released a total of 18 volumes in three book series, which brings a rich visual and textual experience to Chinese children readers. In addition, in our daily work, we always insist on making friends and establishing a good image among many partners. It can be said that these factors have contributed to this cooperation.

The copyright output of the French version of Fruits Become Red not only helps the cultural exchanges and cooperation between the Chinese and Canadian publishing communities, but also greatly promotes mutual cultural understanding and communication between China and North American countries.
Tell the Wonderful Chinese Story Well; Let the World Understand Contemporary China

By Zhang Jihong

Nishan House - an international platform to tell the story of China Well

Nishan House was founded by Shandong Friendship Publishing House in 2012. In 2013, the first overseas Nishan House went abroad. Up to now, 40 overseas Nishan House have landed in 22 countries. As an international brand which was officially registered at home and abroad, Nishan House has become a solid platform for promoting Chinese culture to “go global” and “go in”.

Nishan Book Series - Telling the world about the wonderful Chinese story

Nishan Book Series is the fine book product line of Nishan House’s “Telling Wonderful Chinese Stories”. At present, the English version of the Iranian Impressions of the “Selected Wang Meng’s Works”, the English version of Selected Wang Meng’s Short Stories, the Chinese version of Young at Heart, the English version of Being Outstanding in the "Chen Chunhua Classic Management Series”, the Chinese version of Chinese Textbook Reading Chinese Day by Day, the Chinese and Spanish versions of
During Reading Chinese Day by Day, the Chinese and English versions of Reading Chinese Day by Day, the English version of the original picture book Chinese Stories (32 volumes), the Chinese and English versions of Chinese Stories (5 volumes), the Chinese and English versions of Hello, Chinese Festivals and other books have been published.

Among them, the Chinese version of Reading Chinese Day by Day and the English version of Chinese Stories have been included in the key recommendation books in the Chinese Teachers' Conference in Australia for three consecutive years.

**Nishan House International Publishing - Exploring Overseas Localization Publishing**

Nishan House International Publishing is committed to the overseas localization of publishing institutions and promotes Chinese themed books to enter the mainstream cultural market. Three Nishan House International Publishing Companies have been established and operated in the United States, Australia, and Sweden. Australia’s Nishan House International Publishing Co., Ltd. published the English-Chinese version of the *The Analects of Confucius and Words 2020*. The American Nishan House International Publishing Company published the English version of The Interpreted Analects, Confucius Quotations and The Illustrated Book of Pu Songling. The English version of The Interpreted Analects was collected by more than ten libraries of famous universities such as Harvard University, Yale University, and Stanford University. On April 13, 2019, the advertising movie of the English version of The Interpreted Analects appeared in Times Square, New York.

**Campus Nishan House - Publishers and Universities join hands to promote Chinese and foreign educational exchanges**

The campus Nishan House is an important part of the Nishan House. Through the cooperation of publishers and universities, the publisher conduct experiments in terms of reading, research, and exchanges between Chinese and foreign education. Up to now, 17 campus Nishan Houses have been established in well-known schools across the country.
The Upgrading of a Local Science and Technology Publisher

By Yang Fan

Shandong Science and Technology Press Co., Ltd, founded in 1978, was rated as one of the first “National Excellent Publishing Houses” and has always been a publishing benchmark in Shandong. Under the leadership of President Zhao Meng, the company has embarked on a new development path to consolidate the traditional publishing business and promote comprehensive digitization and optimization of its business.

In the past few years, Shandong Science and Technology Press has not only published several classic books but also found a new path in the fields of digital publishing and “going global”. How can an old local science and technology publishing house stand out? Zhao Meng shared his views with reporters from China Publishers Magazine.

Optimization and Changes in the “Year of Quality and Benefits”

Based on the careful analysis of the publishing structure and goals of Shandong Science and Technology Press, Zhao Meng established 2018 as “Year of Quality and Benefits” for the company. The aim of this theme was to “publish quality books and build a strong publisher brand.” He also asked the company to accelerate the growth of quality and efficiency, so that the publisher can change what Zhao Meng identified as the “three imbalances” he sees in the market today: textbooks vs. other types of books, high-quality books vs. mediocre books, and book exports vs. book imports.

In 2018, Shandong Science and Technology Press’ general book sales revenue increased by 42% compared to 2017, and the actual revenue increased by 85%. Its books won a number of national awards, achieving both social and economic benefits. In this year, Shandong Science and Technology Press won the Third Shandong Provincial Press and Publication Award for outstanding group award and maintained the title of Shandong Province’s Mental Civilization Company; President Zhao Meng won the Third Shandong Provincial Press and Publication Award for outstanding persons.

“The ‘Year of Quality and Benefits’ is still to be interpreted around publishing classic books and improving quality,” said Zhao Meng. He added that the past growth of Shandong Science and Technology Press largely came from textbooks and coaching books. The “three imbalances” mean that the publisher has a large room to develop.

“Textbooks and coaching books are the main source of economic benefits of publishing houses and the foundation for the further development. After establishing a solid foundation, we must consider how to produce better products. Whether it is traditional publishing or new products and partnerships, the final content is the most important. The possession of high-quality content resources will be the key to the sustainable development of a publishing house,” Zhao Meng said.

On this basis, Shandong Science and Technology Press is also actively seeking a unique path to success that takes advantage of its specialties and expertise, namely the protection and publication of traditional science and technology books. Shandong Science and Technology Press has successively launched The Collection of Traditional Chinese Medicine Sphygmology, Illustrated Book of Ships in the Ming Dynasty,
Medical History Collection and Notes Amended to Twenty-Six Historic Books, and Selected Therapies in the Unique Copy Collected in the Shandong University of Traditional Chinese Medicine. The first two have been funded by special national funds for publishing ancient books.

Zhao Meng also revealed that Shandong Science and Technology Press is actively cooperating with Shandong Provincial Administration of Traditional Chinese Medicine to publish a book series called Shandong’s Traditional Chinese Medicine Masters’ Theory Essence, which presents the development of Chinese medicine culture and iconic figures. The series systematically summarizes the academic achievements of traditional Chinese medicine in Shandong with the goal of revitalizing traditional Chinese medicine.

The high-quality books published by Shandong Science and Technology Press not only sell well domestically, but have also achieved breakthroughs in “going global.” Driven by Shandong Publishing Group’s 2017 “Belt and Road” trade fair, Shandong Science and Technology Press published Pediatricians at the Fingertips, Wow! Pandas, and a dozen other books which have been translated and published in Arabic, Indonesian, Vietnamese, and German. The Arabic and Vietnamese versions of Massage are funded by the Silk Road Scholarship Project and the Shandong Cultural Classics translation.

Digitization to Broaden the Value of Publishing

Shandong Science and Technology Press is one of the first publishing houses in the industry to integrate digital publishing and content into its print infrastructure. As early as 2009, the publisher vigorously promoted the digitalization of content, established a parenting database based on Mom Baby magazine and other parenting books. The “Mom Baby Mobile Newspaper” project was selected as a first national reform and development project and was awarded an excellent demonstration project. In 2016, Zhao Meng first proposed to integrate digital services and content into Shandong Publishing Group’s main business. This proposal led editors at the company to study digital publishing and its impact on the business.

Zhao Meng said that Shandong Science and Technology Press is the first to actively utilize the Internet for book marketing, and the company achieved remarkable results. The bestselling Pregnancy Bible made a breakthrough with its online sales and demonstrated power of Internet marketing. The sales of Advanced Mathematics Series increased annually, and it became an online brand with a WeChat public account, wecast marketing, and other digital formats. Muscle Bodybuilding Training Illustrated Book sells more than 40,000 copies a year; and Emergency Neurosurgery Illustrated Book was pre-sold more than 1,000 copies on the WeChat public account of “Neurosurgery Assistant.”

Editors not only use new media to market books but also to develop new formats and distribution methods for their content. “Products in the field of knowledge services may not spread as fast as entertaining videos, but they have a continuous vitality because of the value of knowledge, which is consistent with the value we pursue as a publishing house. We do integrated digital and online publishing, and thus we need to know how to solve the problem of cross-promotion and coordinated development based on the advantages of traditional publishing. The knowledge service model is the best path,” Zhao Meng said.

Years of developing its digital expertise have made Shandong Science and Technology Press leap forward in the field of knowledge services.

The project of making Massage go international was chosen to the 2018 National Reform and Development Project Library; the “Advanced Mathematics Education Integrated Publishing” project was selected as the key project of the Shandong Provincial Press, Publication, Radio, Film and Television Industry in 2018; “Sister Lily’s Magic Clay” classes have been launched on nine online video platforms such as Tencent and Youku, and twelve public platforms such as Netease, Tencent and Weibo.

Shandong Science and Technology Press is actively moving towards the integration of online and offline content development, and its knowledge service projects have become the biggest harvest of the forty-year-old publishing company.
Shandong Fine Arts Publishing House: Introducing Classics and Going Global

By Cao Fei

Founded in 1984, Shandong Fine Arts Publishing House is a professional publisher of fine art books. Since the 1990s, Shandong Fine Arts Publishing House has published introductions to a number of classic masterpieces such as Louvre Palace, Olympiad, the National Gallery Companion Guide, and Gorelenkov National Gallery. These and other books from Shandong Fine Arts Publishing House have connected with Chinese fine art lovers and marked the beginning of the publisher’s copyright trade.

Shandong Fine Arts Publishing House began to intensively cultivate the efforts of introducing classic works of Western fine arts. After developing a deep understanding of the needs of Chinese fine arts students and professionals, Shandong Fine Arts Publishing House forged cooperations with foreign galleries, art schools, and well-known foreign art publishers. The result of the publishers’ knowledge and partnerships are books like Fechin, Zorn, Tkachev Brothers, Modern Painting, Western Artists Dictionary, and Painting History. These titles can be used in education settings and as references on fine arts subjects. A variety of books imported by Shandong Fine Arts Publishing House have won national book awards and increased the importance of the publisher’s brand.

In recent years, China’s book publishing industry has made great strides in “going global” and engaging with foreign markets and companies. Shandong Fine Arts Publishing House has also embarked on the path to export books and copyrights to its Chinese art titles. At first, Shandong Fine Arts Publishing House was able to export very few books. World Art Handbook and several other books were exported. The copyright staff are constantly learning lessons about how to optimize their work, to tell foreign publishers about the world-class professional art books published by the publishing house, and export some works through direct sales.

Since the China introduced the Belt and Road initiative, Shandong Fine Arts Publishing House responded positively and focused on spreading knowledge of traditional Chinese culture to the countries along the Belt and Road initiative. In the past five years, the copyrights of books such as China Stories, The Secrets Behind the National Treasures, An Illustrated Book on Chinese Culture, and Traditional Culture of Primary and Secondary Schools - Art Volume have been exported to Korea, India, Nepal, United Arab Emirates, Lebanon and other countries and regions. Some of the exported books were sponsored by funds such as “Classic China” and “Shandong Cultural Classics Translation Project”.

Reaching foreign readers who want to understand China’s Belt and Road initiative and want to learn about China and Chinese culture, Shandong Fine Arts Publishing House has planned a book series called Sink: Sorrowful and Sad Legends for the young readers. This series promotes the Maritime Silk Road and was selected into the Key National Publishing Project of the 13th Five-Year Plan.

In February 2019, Saudi Arabia announced that it would incorporate Chinese as a second foreign language into its national education system. Shandong Fine Arts Publishing House seized the opportunity to prepare in advance and publish the Chinese language textbook Learning Chinese for primary school students in the Arabic-speaking countries and regions. This book will be put into use in Saudi Arabia.

In the future, Shandong Fine Arts Publishing House’s “going global” work will focus on firmly establishing brand awareness and recognition for its titles. There are limitations to the number of books that can be exported from the Chinese market, so Shandong Fine Arts Publishing House has developed a long-term strategy to publish and promote export-oriented books that can “go global”.

Introducing foreign books to Chinese readers and to exporting books to foreign markets, Shandong Fine Arts Publishing House takes full advantage of its expertise in fine arts and publishing to overcome many difficulties and opened up a path to “going global”. ■
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Make the World Know China: Culture in Henan Province

By Wang Jianxin

China has one of the most ancient civilizations in the world, and its long history has been uninterrupted for thousands of years. The Chinese people have always been proud of this history, and it is one of China’s advantageous resources. Historical and cultural publications reflecting the lives of people in all regions and all periods have emerged endlessly, showing the Chinese people’s strong curiosity and continued interest in these aspects. Henan, a central province of China, is the birthplace and core cultural location of ancient Chinese civilization.

Henan can be regarded as the epitome of China. Henan has a population of 100 million, ranking first among China’s provinces in terms of population; China has 1.4 billion people, ranking first in the world. Henan is a large agricultural province and is transforming into a new strong industrial province; China is a big agricultural country and is completing its transition to an industrial country. The most convenient way to get to know China is to know Henan.

Central China Media is located in Zhengzhou, the capital of Henan. Over the years, the company has taken on the responsibility of spreading Chinese civilization and has developed specialized expertise in children’s picture books, Chinese history, traditional Chinese medicine, martial arts, and traditional Chinese cultural books. It has exported more rights than 200 titles to Japan, South Korea, Vietnam, Thailand, Sri Lanka, Bangladesh, Egypt, the UK, France, the US, and other countries and regions.

For example, the three books in the Panda China original picture book series, tell the story of how pandas grow and learn. The books guide children to know themselves, understand the environment, and cultivate and maintain curiosity. The hand-painting style of the illustrations is delicate and soft, with light color, full of childlike fun. Each book in the series attracted the attention of the market, as soon it was published.

Grandmother’s Horse won the Feng Zikai Children’s Picture Book Award. The book a horse-racing game and portrays a loving relationship between a boy and his grandmother. The Chinese-style families’ unique parenting style and affection expressions of affection show the real, simple and touching life scenes of contemporary China.

Henan is the origin of Chinese characters. Chinese characters are the best tool for understanding Chinese culture. However, many of the common Chinese character learning materials usually only teach people to write Chinese characters but leave out the culture behind these characters. Chinese Characters Are Really Interesting is different. It is aimed at readers who have a basic knowledge of the Chinese language and hope to learn more about Chinese characters. In particular, 90 of the most commonly used and most active Chinese characters are selected. The origins of Chinese characters and the stories behind them are displayed one by one in the book. It is the mission of this book to help people fall in love with Chinese characters.

In mathematics, Magic Mathematics and Teaching and Learning of Mathematics Reading aim to help students understand the fun of mathematics by integrating stories, games and activities into the learning process.

Traditional Chinese medicine and Chinese food are also two areas that reflect the philosophy of Chinese people. Traditional Chinese medicine emphasizes preventative care and “treating people who are not ill”, and regards the human body as an overall system. This ancient concept is increasingly recognized by modern medicine. Traditional Chinese Medicine for Preventing People from Being Sick is a picture book on Chinese medicine.

Echoing Proust’s theory that smells can transport us to the past and help us recall old memories, Central China Media’s culinary book In Search of Lost Time is about Chinese food, the cultural experience of Chinese food, and the fascinating history of Chinese cuisine.
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Winshare Has Elevated Its “Going Global” Activities

By Xing Mingxu

China’s Sichuan Province is located at the junction of the “Belt and Road” initiative and the Yangtze River Economic Belt. It has the geographical advantage of transportation corridors of connecting Central Asia, South Asia, and Southeast Asia. As the main force of the Sichuan cultural industry, Winshare closely focuses on the “Belt and Road” initiative and has adopted various methods such as copyright export, book export, publishing cooperations, establishment of channels for “going global.” Through these activities, Winshare has further developed its international publishing market and achieved remarkable results. It has used industrial thinking to tell the story of Sichuan and spread the voice of China. Focusing on the “Belt and Road,” Winshare has adopted a variety of ways to promote “going global” of publications.

The first focus is to strengthen copyright export. In recent years, Winshare’s copyright exports have continued to grow. In 2015, Winshare publishers exported only 85 copyrights. This number grew to 136 copyrights in 2016, 176 copyrights in 2017, and 307 in 2018. In the first half of 2019, Winshare exported 220 copyrights, an increase of 91% over the same period last year. In the 2017-2018 "Chinese Book Export Program" ranking, Winshare's overall ranking rose from the 10th in the country to the 9th in 2016. In 2018, this ranking rose to fourth place in the country second place in the local area. In addition, in 2018 report released by the China Press and Publication Research Institute, Winshare ranked third for copyright exports to countries along the “Belt and Road” initiative.

The second focus is on promoting book exports. Parallel to its copyright export activities, Winshare also exports books according to the needs of overseas markets. In 2018, Winshare exported more than 140,000 copies, increasing Winshare’s overseas influences. According to the 2018 Research Report on the Influence of Overseas Collections of Chinese Books, six of Winshare’s publishers were listed among the “Top 100 Influential Publishers”, with...
Tiandi Press, Literature and Art Publishing House, People.cn, Art Publishing House, Bashu Publishing House and Children’s Publishing House ranked respectively the 37th, 58th, 70th, 90th and 97th. The international recognition and influence of Winshare has effectively improved.

The third focus is on setting up overseas publishing branches. Winshare has established publishing organizations in countries along the “Belt and Road” to further Winshare’s “go global” initiatives and activities.

The “Panda Editorial Departments” established by Sichuan Children’s Publishing House have been set up in many countries, as well as a “European Book Center” that focuses on exporting children’s books and Chinese learning materials to France, Italy in Southern Europe, and Bosnia and Herzegovina in Eastern Europe. Sichuan Literature and Art Publishing House and an Argentine publishing house established the “China-Latin American Literature Studio” to promote the positive interaction between high-quality literature in China and Spanish-speaking countries. Sichuan Fine Arts Publishing House’s “South Asia Publishing Center” organized cultural exchange activities and established Winshare’s copyright export to several South Asian countries. Sichuan People’s Publishing House established a London editorial department to customize the series of products according to the needs of overseas markets. Tiandi Press has continued to export children’s books and has established copyright exchanges and customized science books with Australian publishers. The establishment of these multinational editorial departments not only effectively combines the content needs of domestic and foreign markets, but also creates an output platform for Winshare to continue its large-scale “going global” initiatives.

The fourth focus is on promoting distribution channels to “go global”. Relying on the Winshare’s e-commerce platform, Winshare and overseas Chinese-language bookstores have established a distribution channel to provide Chinese content to overseas readers. Winshare has cooperated with Chinese bookstores in North America, Australia and New Zealand, and the Netherlands in Europe to serve the online reading needs of local Chinese readers. At present, the three bookstores are running well, providing up to 600,000 books, which can be delivered within five days, solving the long-term problem of limited book selection and slow distribution.

The fifth focus is to constantly explore opportunities working with other industries and media. Sichuan Pictorial Co., Ltd. is supported by official funds. It holds photo exhibitions and cultural performances such as “Beautiful Sichuan” overseas. Reader’s Journal and the Panda Base jointly launched the “Looking at Panda” entertainment series, including panda videos and Chinese and English magazines. Winshare is exploring the development of “Publishings+” to integrate cultural exhibitions, audio-visual content, e-books, cultural and creative products into its portfolio. Key topics and partners include literary travel, sinologists, universities, and new media.

Winshare is dedicated to the long-term “going global” projects. Facing the future, the group will work hard to improve its production of high-quality original publications, the localization of international publications, and integrated “going global” activities. Winshare plans to adopt a more open attitude through export and import, to gradually build cooperations with international and domestic publishing organizations, and spread excellent Chinese culture to the whole world.
JIELI Publishing House Concentrates on Culture Export

By Liu Jiajin

JIELI Publishing House (short for JIELI hereafter) is engaged in providing high-quality children's books for readers, by cooperating with various excellent publishing houses, authors and illustrators at home and abroad for different book categories which are distinguished according to different age groups of readers, and adhering to the publishing concept of allowing Chinese children to read synchronously with the world and foreign children to feel wonderfulness of China, so as to introduce high-quality cultural products and let more Chinese original works go out to the world.

As a kind of soft power, culture has gradually become an important aspect of the core competitiveness of and also an important indicator to measure comprehensive national strength of all countries in the world. Insisting on the idea of content first, JIELI has been committed to inheriting Chinese culture and spiritual civilization of human beings, always implementing the publishing concept of allowing Chinese children to read synchronously with the world and foreign children to feel wonderfulness of China, following the operating principles of promoting original works with introduction and meeting the demand of diversified and multi-level readers, building up the consciousness of high quality, and continuously making efforts to expand copyright export by creating high-quality books with the characteristic Chinese symbols, so as to improve the influence of China's original books in the international market and enhance China's cultural soft power.

As of September 2019, JIELI has sold copyright of 605 books to 27 countries and regions by actively cooperating with foreign publishing houses, including the UK, France, Sweden, Switzerland, Germany, Austria, the USA, Canada, Australia, Israel, Egypt, Turkey, Iran, Nepal, Russia, South Korea, Japan, Singapore, Vietnam, Cambodia, Thailand, Indonesia, Malaysia, Sri Lanka, Hong Kong, Macau and Taiwan of China.

JIELI not only attaches great importance to the quantity of licensed works, but also fully cooperates with local publishing houses to carry out distinctive marketing and promotion activities in line with their local cultural habits, so as to promote excellent original Chinese works to have a lasting and effective influence in those local markets. Up to now, A Mother's Rigorous Love has become the best seller in the field of family education in Vietnam, Little Red Riding Hood from the Forest has been selected into the shortlist for Sweden Peter Pan Prize, and The Little Cookie and Apron Mom: Sleep Apart for the First Time has won the Best Translation Award for Children's Books in Egypt.

In addition, JIELI actively participates in international book fairs, and also organizes to take part in selection activities of various international awards, so as to strive to let more international publishers know the advantages of JIELI Publishing House and also more excellent original works, authors and illustrators step on the international stage through different platforms. Bird in the Cloud won the Bratislava International Biennial (BIB) Golden Apple Award in 2013. Don't Jump Rope with A Frog and The Turtle Family Goes to the Sea were selected in 2016 and 2018 IBBY Honor List, respectively. Black Flame, Twilight Nighthawk, The Turtle Family Goes to the Sea, Sparrow and A Sister and Two Brothers were selected into the shortlist for the Sharjah International Illustration Exhibition of the United Arab Emirates. A Maverick Piggy was selected into the shortlist for the Namiseom Illustration Award in 2019.
Cultural "going out" starts from cultural transmission. However, it is only the first step in the process of "going out" to make Chinese culture widely recognized and understood in the world through the copyright license of excellent original books. The strategy of cultural "going out" is involved in the promotion of China’s competitive cultural products into the international cultural market through various forms and levels of cultural exchanges with foreign countries, the in-depth participation in the dialogue and exchange between international civilizations, and the dissemination of the ideas and essence of Chinese culture all over the world. With the construction of the "Belt and Road", the strategy of cultural "going out" has entered a new stage of development today. JIELI Publishing House doesn’t stay at the initial stage of "going out", but makes the excellent original books and Chinese culture loved and accepted with different methods and models, and thus realizes the leap and sublimation from "going out" to "rooting in".

Therefore, JIELI has not only achieved continuous growth in terms of copyright export, but also made positive attempts in the new modes of Sino-foreign exchange and cooperation, relying on its rich and high-quality original resources and spirit of constantly exploring new innovations.

In response to the government’s call, JIELI has set up three international platforms for publishing communication in the countries along the "Belt and Road", including Egyptian Branch of JIELI for Arab countries, Bianchi International Literature Prize for eastern European countries centered on Russia, and ASEAN Publishing and Reading Promotion Alliance for Children for southeast Asian countries, in order for long-term, sustainable and effective output of excellent Chinese publications.

JIELI has established good cooperative relations with many publishing houses and agencies around the world. After years of exploration and accumulation, a platform for multi-dimensional cooperation has been set up basically. In the future, JIELI will maintain the existing resources, exploit and search for more cooperation opportunities, and further improve the three platforms, i.e., Egyptian Branch of JIELI, Bianchi International Literature Prize, and ASEAN Publishing and Reading Promotion Alliance for Children, in order to continuously expand overseas with books as the main body, and radiate more countries and regions, and enhance the global influence of JIELI, Chinese books, and even Chinese culture.

The starting point of copyright export lies in the creation of excellent original books. JIELI will do well in original works by cooperating with more excellent authors and illustrators to create high-quality international books that are able to reflect excellent Chinese culture and also suitable for children all over the world; do a good job in book promotion, by making more publishers know about the books of JIELI through different platforms and striving to make breakthroughs in countries where copyright export has not achieved now, such as Italy, Portugal, the Netherlands, and Ukraine, to ensure a continuously growing number of copyright export; and at the same time, strive to establish a long-term and stable cooperative relationship with partners in joint development and promotion, rather than limiting to simple copyright export, to ensure the excellent performance of Chinese original books in the overseas market.

Additionally, JIELI will give full play to its geographical advantages to seek for more cooperation in neighboring countries. For example, although JIELI has maintained good cooperative relations with many publishing institutions in Japan and South Korea, it will develop more abundant forms of cooperation with these countries. At the same time, JIELI will not only introduce books, but also participate in joint development from the planning stage so as to promote multi-dimensional and cross-field cooperation with European and American publishing houses that have reached strategic cooperative relations with JIELI.

Cultural exchange and communication is a long-term undertaking. Though JIELI has established relations for project cooperation in many countries along the "Belt and Road", has rich experience in successful international cooperation, it knows that cultural "going out" should be deeper and of higher quality, not only staying in form, with the stronger consciousness and higher voice of going towards the world. Therefore, JIELI will continue to create high-quality products and spread them in a large scale, take the road of all-round coverage with the help of new media, and realize going out, rooting in, fruitful achievements, growing strength, and expanding influence.

It has been the cultural mission of JIELI people to stand on the forefront of the publishing and meet the needs of the country. Therefore, JIELI will, as always, continue to expand its cultural horizons, give full play to its own resources and talent advantages, continuously explore new ways of cultural exchange, and carry out a variety of multi-channel, multi-form, and multi-level cultural exchanges, so as to build bridges for Sino-foreign cultural exchanges, promote Chinese and foreign cultural communication and understanding, and let more people know the endless charm of China and also Chinese culture.
2019 New Publishing Stars in China

On August 21 at the 26th Beijing International Book Fair (BIBF), an award ceremony of this year’s Rising Stars from the Chinese publishing industry was held. The event was hosted by China Publishers Magazine and attended by more than 100 Chinese and foreign publishers, scholars and translators.

The Rising Stars of China’s publishing industry honors 10 outstanding young publishers, and the finalists are jointly chosen by the Frankfurt Book Fair and China Publishers Magazine. This year’s winners include Zhang Yingying from Sichuan Children’s Publishing House and Zhang Chuangen from Shanghai Foreign Language Education Press. Xu Rumeng, who passed the interview by the expert committee, finally won the “Publishing Supernova” award and got herself the opportunity to go to the 2018 Frankfurt Book Fair and meet face-to-face with the other publishing stars from around the world.

The Rising Stars project, jointly established by Frankfurt Book Fair and China Publishers Magazine, began in 2016 with the aim of selecting outstanding young people from the Chinese publishing industry and bringing them to the international arena. Each year, a committee selects 10 new publishing stars from among the applicants in various fields of the Chinese publishing. Of these 10 people, one person is chosen to receive the “Publishing Supernova” award which includes a paid trip to the Frankfurt Book Fair and the opportunity to participate in a variety of research meetings and seminars during the fair.

Below, you can learn more about this year’s Rising Stars from China.

After graduating from Peking University in 2014, I took the publishing career which I had longed for. In 2016, after experiencing the general trend of integrated publishing, I went to the UK to study for a master's degree in media. During the period, I participated in the negotiation of exporting Shanghai mathematics textbooks to the UK and textbook review, and at the Frankfurt Book Fair “Shanghai Morning” in 2018, I showed the excellence of the post-90s Shanghai editors for the first time. In my spare time, I opened the public WeChat account “Leopard cat and Picture Book” with zero advertising and zero group purchase, and wrote pictures and English enlightenment, which attracted attention from SBN and Shanghai Youth League Committee “Shanghai Youth “. Up to now, I have published a total of 13 translations.
From 2010 to 2015, I worked in Dookbook as the director of the Foreign Literature Department and published the "Godfather" trilogy. Since 2015, I have worked in Guomai, dealing with foreign literature, and have published the Cthulhu Mythos series, the Ender's Game series, My Grandmother Sends Her Regards & Apologies, Britt-Marie was here and so on. I think the most interesting part of being an editor is that when I read a foreign novel and I was immersed in it, I would like to design a Chinese version of the copy, packaging, etc. like building the entrance of the amusement park to attract readers and help Chinese readers enter the world created by the author.

Since I joined the company, I have completed the planning and editing of more than 160 books in the past 12 years. Among them, dozens of books have been rated as “11th Five-Year Plan” and “Twelfth Five-Year Plan” national-level planning materials by the Ministry of Education, with cumulative sales of over 10 million copies. "New Century College English Series Textbooks" were awarded "General Higher Education Quality Textbooks" and won the National Teaching Achievement Award; New English Grammar Course won the Shanghai Philosophy and Social Science Outstanding Achievement Award. In addition, I published 18 articles in journals and newspapers such as Modern Publishing and won the second prize in the Han Suying International Translation Contest. Publishing requires awe, and I would like to be the guardian of a book for life.

In the ten years of my career, I have been constantly drawing courage to step forward from work, and the books which I was responsible for planning and editing have won the "National Publishing Fund", "2012 Influential China Books" and "Guangming Daily" Top 30 Good Book of the Year. Many academic works which I planed were selected as the “National Social Science Fund· Chinese Academic Works are Translated to Oversea Countries Project”

I have won the second prize of “The 4th Taofen National Publishing Youth Editing Competition”, the second prize of “The First China University Publishing editorial paper contest ”and other honors. I hope that in the next decade, I will continue to improve myself, present more valuable books to readers, and tell Chinese stories well.
After graduation with my major of English translation in 2015, I entered the publishing house and have been working until now. I participated in the editing and submission of the textbooks for English (first and second grade) in primary schools, and was responsible for the publication of some English-language catalogues for primary and secondary schools. In addition, I participated in the editing and submission of Civilized Behavior Education, Guangdong Cultural Reading, Primary School Comprehensive Textbook and other provincial textbooks. During the period, I was also responsible for editing and publishing academic books for many primary and secondary schools. Since the end of 2018, I have been involved in family education, research and education and other projects. The books edited by him have won awards such as the Excellent Publications Award of the Five Central and Southern Provinces. I also want to take this opportunity to give a voice to the vast number of editors of textbooks and assisted materials. Education is of significance, and cherish our education resources.

Since engaging in copyright trade and international cooperation in 2012, I have led the team to transfer nearly 600 book copyrights to foreign publishers, and cooperated with more than 110 publishers in more than 50 countries; the project of “promoting contemporary Chinese writers and works (regions western languages speak)” I undertook has published more than 40 foreign language editions of contemporary Chinese literary works, including masterpieces of Liu Zhenyun, Mai Jia, Zhou Daxin and other famous Chinese contemporary writers, among which the version of Maijia’s Decoded has 30,000 copies at the first time; I planed the project “Chinese writers traveled to Latin America” which invited famous contemporary Chinese writers to visit Latin America to hold cultural exchange activities, which was warmly welcomed by local readers.

I worked for China Daily and World Scientific Publishing Company.
Since joining Zhejiang University Press, I have been mainly engaged in the planning and editing of books related to "Foreigners Writing China", published Through Wuzhen to China: An Englishman's Journey, Kentucky Azaleas: How to Dig a Hole from US to China and other books. Since I changed jobs from the media to the publishing industry, I am eager to feel the need to issue Chinese voice and tell the Chinese story in our way. I hope that through my own efforts and cooperation with colleagues in the publishing industry, more Chinese and foreign authors and scholars can make more foreign publishers issue Chinese voices!
During my nine years in office, I have participated in more than a thousand copyright export projects and more than 800 copyright import projects. I participated in the introduction of well-known IP projects such as Peppa Pig, Transformers, Angry Birds, Disney, and National Geographic. The major publishing project of copyright introduction and editing of books which won International Andersen Awards Awards was selected in one of the 2014 "top China Children's Publishing Ten Events". I have participated in the planning, preparation and operation of a joint venture project in Lebanon by Anhui Children's Publishing House, which was selected as one of the "Silk Road Books" localization projects. In 2013, I was named "Excellent National Copyright Manager".

In the "Good Hope" project team, I am one of the topic planners, choosing the topics through various information channels, and establishing a cooperative relationship with academia. I am a copyright contact person, and have established close ties with many international publishing groups and major copyright agents at home and abroad. I have introduced more than 20 kinds of book copyrights from the United Kingdom, the United States, Germany, Japan and other countries as well as Hong Kong and Taiwan. I am also the editor-in-charge, and I have compiled and published the book "The Game of No Rules: The Interrupted History of Afghanistan" (reprinted 4 times). In 2018, I was named by the Zhejiang People's Publishing House the "Outstanding Youth" and won the 34th Excellent Zhejiang Publications Editor Award. I want to say that I am more and more fond of this job.

Innovation and crossover are the key words in my book publishing work. Since 2010, I have been engaged in children book publishing and marketing, and have repeatedly set business benchmarks. In December 2015, I founded the WeChat public account "Xiaoxiong Sister’s Warm Stories", and innovated reading through performance, games and situation and other campus reading forms, and established "Observation, reflection, discovery, expression" four-step method of parent-child reading, and became an independent reading promoter; in August 2018, I joined the Sichuan Children's Publishing House to set up a marketing department to create a "Panda Reading Alliance Model School" and "Panda Picture Book Story Radio" and other marketing brands. I won many awards such as 2017 Children's Book Best Spokesperson and 2017 Creative Marketer.
FLTRP: Recording Human Civilization and Bridging World Cultures

By Xin Wen

Foreign Language Teaching and Research Press (FLTRP) was established in 1979, at the beginning of China’s reform and opening up. After 40 years of efforts in foreign language educational publishing, FLTRP now publishes a variety of books and journals in more than 80 languages. A market leader in China’s foreign language publishing for many years, FLTRP has become a benchmark in the field and a classic brand among foreign language learners in China.

To meet the challenges brought about by rapid IT development in education, FLTRP continues to take quality as our top priority and actively encourages innovation. With comprehensive development of teaching, learning, assessment, and research, as well as integration of AI and online and offline operation, a new educational ecology is taking shape.

One of the earliest Chinese publishing houses to engage in international cooperation, FLTRP has been faithfully committed to “recording human civilization and bridging world cultures”. We currently work with more than 700 international partners and 300-strong overseas authors. Besides introducing a large number of excellent works for Chinese readers, we have licensed over 1,000 titles in 40-plus languages to publishers in the relevant countries. We have also built platforms to facilitate communication between civilizations. Examples include the Confucius Institute at Oxford Brookes University in the UK and the China-CEEC Publishing Association, among our establishments in 11 countries.

FLTRP will continue to work closely with all our partners, both old and new, to co-create a shared brighter future.
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- The open series features China-themed masterpieces in liberal arts and humanities, reflecting China’s academic and cultural development and its authorship of great renown.

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