

PUBLISHING PERSPECTIVES

Special Report For 2020 Frankfurt Book Fair

Huge Potentialities in China's Reading Industry

China's Reading Industry Development Report (2018-2019)

🖌 By Ren Díanshun



The reading industry includes the traditional book publishing industry, digital reading industry (e-books and online literature), and online content subscriptions and audiobooks.

In 2019, the total value of this segment in the Chinese book market was about 210 billion yuan, and it can be divided into four categories: mass publishing, educational publishing, academic publishing, and theme publishing. The total value mass publishing was about 70 billion yuan; educational publishing was about 120 billion yuan, the academic publishing was about 16 billion yuan, and theme publishing was about 4 billion yuan.

Book sales channels are divided into book retail, library distribution, and system distribution. In 2019, the scale of China's book retail market was about 100 billion yuan, library distribution was about 11 billion yuan, and system distribution was about 99 billion yuan.

Book retail channels are divided into online bookstores and physical bookstores. The sales of online bookstores reached about 70 billion yuan in 2019, and the sales of physical bookstores were about 30 billion yuan. Online bookstore sales increased over last year, and the sales at physical bookstores has seen the negative growth for two consecutive years.

The digital reading industry in this report mainly includes ebooks and online literature. In 2019, the overall value of China's digital reading industry was about 19 billion yuan, of which, e-books were about 3 billion yuan and online literature was about 16 billion yuan.

The size of the audiobooks market in China in 2019 was about 6 billion yuan, with strong growth. In 2019, the scale of paid online knowledge in China was about 3 billion yuan, with the number of users increasing and the market continuing to expand.

Traditional Book Publishing

In 2018, the overall size of the book market in China was about 200 billion yuan, of which that of the book retail market accounted for about 45%. According to the data in the Open-Book, total revenue from books in the retail market in 2018 was 89.4 billion yuan, an increase of 11.3% year-on-year. The overall scale of the book market in China in 2019 was about 210 billion yuan, with an average annual growth rate of 10.5% in the past three years. In 2019, the book retail market continued to maintain double-digit growth, an increase of 14.4% year-onyear, with the total revenue being about 100 billion yuan. The number of new titles published in 2018 was more than 247,000, a slight increase compared to 2017, but new titles published in 2019 was about 190,000, a decrease of about 20% from the previous year. It is worth noting that under these circumstances, the turnover of new titles did not decrease but rather increased.

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According to JD Book data, the average transaction amount of for new titles in 2019 increased by more than 30% year-on-year. The top categories of new titles culture, education, social sciences, and science and technology. With regard to the pricing, educational books remained basically the same. Mass publishing and academic publishing prices increased. The median prices of new books in 2018 and 2019 were 40 yuan and 45 yuan, respectively, a significant increase over the previous years. Children's books were the category with the largest price increase in the past three years.

Mass publishing in China is competitive and market-oriented segment. In 2019, the overall size of the mass book market in China was about 70 billion yuan, accounting for about 32% of the total book market, and it was also a major component of the retail book market.

Affected by the diversification of entertainment methods, literary books showed a downward trend. In 2019, literary books accounted for only 12% of the mass book market. Literary books have always been more replaceable, and readers' attention has been further occupied by competing products such as fragmented news products, online tv series and shows, and short videos. In addition, even when these people still read, they tend to spend time on books that are more relevant to their survival and personal development. This utilitarian reading directly affects readers' reading methods and content, and also affects the market for literary books.

The number of new children's books decreased and the growth rate slowed, but they remained the most important sector in the book market. In 2018, the total revenue of children's books (excluding textbooks and teaching aided materials) in China was 22.532 billion yuan. There were 22,791 new children's books published and 21,405 reprints issued. Compared with 2017, new children's books decreased by 0.19%, but reprints increased by 9.17%. The total revenue also increased by 28.40%. The total number of children's books published was more than 270,000, and the total revenue increased from 19.759 billion yuan in 2017 to 22.474 billion yuan, an annual increase of 13.74%. The growth rate in this segment slowed down but the total revenue increased from 24.6% in 2017 to 25.19%. In 2018, children's books were still the most important force driving the growth of China's book retail market.

Educational Book Publishing

The scale of the educational book publishing market in 2019 was about 120 billion yuan. The number of students in school is the main factor affecting the educational book publishing market. According to the statistics released by the Ministry of Education, the number of students receiving education in China reached 275.5 million in 2017, and the number of students receiving education in 2018 further increased to 282.6 million, an increase from the past. It is expected that the number of students receiving education in China will continue to increase steadily in the next few years. The huge student population makes educational book publishing a pillar of China's publishing industry and a major source of profit for the publishing industry.

The urbanization rate in the country will be further improved, and the book demand in higher education and vocational education is expected to continue to increase. China is still experiencing rapid urbanization, leading to huge potential growth and momentum in the consumer market. From 2009 to 2017, the urbanization rate of China's permanent population in cities and towns increased from 48% to 58.5%, and an average of about 20 million rural people came into cities and towns every year. At the end of 2018, China's permanent urban population was 83.137 million, an increase of 17.9 million from the end of the previous year. The proportion of urban population to the total population (urbanization rate) was 59.6%, an increase of 1.1 percentage points from the end of the previous year. The continuous advancement of urbanization is leading to higher consumption of books for higher

education and vocational education.

With the digitization of education and the emergence of new technologies and new media, traditional education publishing can no longer meet the needs of current consumers, and "digital publishing" is gradually emerging. Many traditional educational publishing houses have developed digital publishing businesses. For example, People's Education Press has developed digital textbooks, which complement their print textbooks and cover all subjects and grades. In addition, Phoenix Publishing and Media, Central China Media, Chinese Media, China South Publishing and Media Group, and other listed publishing companies all have developed diversified businesses such as digitization of educational products, online education, and education services.

Academic Publishing

Among the major publishing categories, academic publishing has the most diversity of published books but its market share is the smallest. In 2019, the scale of China's academic book publishing market was about 16 billion yuan. With the gradual increase in investment in scientific research in China, the scale of the Chinese academic publishing market will maintain an upward trend in the future.

Book Distribution Channels

The book distribution chan-

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nels are mainly divided into online and offline channels. Online channels are mainly major online bookstores; offline channels include both physical bookstores and libraries.

(1) Online bookstores

Since book sales through online bookstores exceeded that of physical bookstores for the first time in 2016, this trend has continued and online stores have continued to grow. In 2019, offline bookstore sales were about 70 billion yuan. The online bookstore situation in 2019 has changed, in part because of the activities of Amazon and Pinduoduo. Dangdang and JD Book still ranked first and second. Amazon in China, which had originally ranked third, announced in May 2019 that it would halt some of its ecommerce businesses, including book sales, in the country. The Tmall stores of various publishers and bookstores became increasingly important online channels in the past year due to the promotion of online marketing channels such as Tik Tok. Winxuan.com, affiliated with Xinhua Winshare Publishing and Media Co., Ltd., and Bookuu.com, affiliated with Zhejiang Publishing United Group, ranked next at fourth and fifth place. The sudden emergence of Pinduoduo in 2019 also contributed to the sales of books sold in online bookstores, but the books on the platform were sold at ultra-low discounts, and the books' copyrights were infringed on. Pinduoduo is temporarily in the sixth place of



online bookstores.

(2) Online social media

In 2018, Tik Tok started to become a popular social network and became an important social media channel, comparable to WeChat and Weibo. Some publishing organizations transitioned added Tik Tok to their high-priority marketing platforms. In the era of WeChat, thanks to the maturity of distribution technology and tools, community e-commerce began to appear, and "big V shop" and "Dedao" are still the leaders of WeChat community e-commerce until today. In early 2019, self-help books were popular

on Tik Tok, which brought a lot of visitors and purchases to the bookstores in the Tmall and Pinduoduo. At the same time, some publishers also established their own accounts in the Tik Tok and successfully used short videos to achieve the goal of selling books. The WeChat public accounts built by publishers are also an important platform for marketing and interaction with readers. The publishers use these platforms to build visibility for brands and books, with the goal of increasing online and offline sales.

At present, it is not very common for publishers to use

the Tik Tok for marketing, although many publishers have established accounts. But their priority is still WeChat. In the entire reading industry, some organizations have achieved good results with Tik Tok accounts, which is noteworthy for various publishers and organizations.

(3) Offline physical bookstores

Sales through physical bookstores continued to decline, and the total revenue was about 30 billion yuan in 2019. In 2019, the overall sales at physical bookstores fell further, by 13.4% year-on-year compared with 2018. Physical bookstores sold nearly 1.38 books, a decrease of 2.1% year-on-year. Online bookstores used ultra-low discounts to continuously compete with physical bookstores. It was difficult for a large number of physical bookstores to simply rely on selling books to survive or make aprofit. Book profits of various physical bookstores were getting smaller and smaller, but profits for other products like coffee, were large. This trend meant that the selection of books on the shelf at physical stores has been declining constantly. The average number of books in the physical bookstores dropped from 79,624 in October 2012 to 55,039 in October 2019. In addition, the number of titles with high availability on the shelf in physical bookstores further shrunk. Taking the ultralarge bookstores as an example, books with more than 80% availability on the shelf in the bookstores in 2019 decreased by

more than 3 percentage points compared with 2012.

(4) Libraries

The scale of the library book market is about 11 billion yuan. At present, Chinese library distribution is mainly geared towards college and public libraries. Among the top 10 publishing houses in the library distribution market, most of them are publishing houses affiliated with universities and professional publishing houses, and they have obtained a total of 16.26% market share.

Digital Reading: E-books and Online Literature

The size of China's digital reading market in 2019 was about 19 billion yuan. With the continuous improvement of the intellectual property rights environment, it is expected that the digital reading market will maintain continuous growth. Digital reading refers to the digitization of reading, which has two main components: one is the digitization of the content format, such as e-books and online novels; the second is reading on digital devices such as computers, mobile phones, and e-readers. At present, the digital book formats in China mainly include e-books, online literature and various academic databases.

(1) E-books

In 2019, the size of the Chinese e-book market was about 3 billion yuan.

The e-book market currently has no real industry giants. There are four main e-book platforms on the market: 1) those operated by giant online platforms like WeChat, QQ, Baidu, Tmall, and NetEase cloud reading; 2) independently operated platforms such as IReader and Chinese online; 3) operator platforms represented by Migu and Tianyi; and 4) platforms supported by e-commerce, such as Amazon Kindle, Dangdang, JD, Suning, and others. Among them, the number of users and revenues in the top digital reading platforms have achieved rapid growth.

(2). Online Literature

Online literature accounts for the largest segment of China's digital reading market. The scale of the online literature market in 2019 was about 16 billion yuan, and the market scale is gradually increasing. According to data from the China Internet Network Information Center, as of June 2019, the number of users of Chinese online literature had reached 455 million, an increase of 22.53 million from the end of 2018, accounting for 53.2% of the total netizens. The users of online literature on mobile phones

reached 435 million, an increase of 25.27 million from the end of 2018, accounting for 51.4% of mobile Internet users.

The Upgrading of The Reading Industry

With the continuous development of the Internet and mobile Internet, the reading industry in China has been constantly advancing with the times, transforming and developing itself to meet the changing needs of readers and users. From the perspective of current business prospects and market value, the upgrading of the reading industry is mainly reflected in the online content subscriptions and audiobooks.

(1) Audiobooks

In 2019, the scale of China's audiobooks market was about 6 billion yuan, and the number of audiobook users exceeded 300 million. The market potential of audiobooks based on print books and online literary works, at present, has not yet been realized. With the further development of user payment habits and the improvement of the copyright environment, we

Bar Graph 1: the scale of audiobooks in China from 2015 to 2019 $\Box\!hundreds$ of millions yuan \Box



expect a new round of growth in the audiobook market.

In 2019, the audiobook market has become more competitive, and integrated and vertical platforms have exerted their strength. Among them, Ximalaya.com has 70% of the market for audiobooks based on bestsellers, 85% of the audio adaptation rights of online literature, and more than 6,600 original English-language bestselling audiobooks' copyright. Its leading advantage is obvious, so entrepreneurial companies may find it difficult to enter the top of the market.

(2). Online content subscription

In 2019, the scale of China's online content subscription market will exceed 3 billion yuan, and the number of users was about 300 million. At present, major providers in this segment include Ximalaya FM, Dedao, Zhihu Live, and Fenda.

It should be pointed out that these platforms reorganize, process, refine, and interpret the content, and simplify the value chain of the content industry, to a great extent. They make the process of content distribution efficient and more useroriented. Some well-known authors have been attracted by the content subscription platforms, and have directly recorded courses to participate in knowledge creation and sharing. And the community function of the knowledge platforms can help to optimize the user structure, quickly form positive feedback, and then turn back to encourage

Overall Book Retail Market Report: First Half of 2020

🖌 By OpenBook

The sudden outbreak of the COVID-19 in the first quarter of 2020 has had a huge impact on the book retail market. With the improvement of the epidemic situation, the book market has gradually recovered: the decline of brick-and-mortar bookstores has narrowed, and the growth rate of online bookstores has increased. In the first half of 2020, the overall book retail market still registered negative year-on-year growth, down 9.29%, but the decline narrowed compared to the first quarter. Online bookstore sales increased by 6.74% yearon-year, and brick-and-mortar bookstore sales fell by 47.36% year-on-year.

I. Compared with the First Quarter, the Decline in Brick-and-Mortar Bookstores Narrowed, Down 47.36% Year-on-Year

In the first half of 2020, the year-on-year growth rate of the brick-and-mortar bookstores was negative 47.36%, but the decline narrowed compared with the first quarter. COVID-19 has caused a huge impact on brick-andmortar bookstores which were











This bar graph compares the growth rate in bookstores in first-tier, second-tier and third-tier cities.

closed in February and March and say a significant decline in sales. Since March, as the situation has gradually improved, and brick-and-mortar bookstores in various regions have gradually resumed operations. The corresponding book index has also shown a trend of recovery. However, the situation in various places is not stable, and the situation abroad is still severe. There is also the possibility of a recurrence of the epidemic in China. For example, a cluster outbreak of the COVID-19 occurred again in Beijing in June. Therefore, major brickand-mortar bookstores have not been fully open, and the flow of shoppers is still down. The sales figures are significantly lower than that of the same period in previous years.

II. Bookstores and Large-Scale Bookstores in Firstand Second-tier Cities Are Still Severely Affected by the COVID-19.

Compared with the first quarter of 2020, the decline of brick-and-mortar bookstores of different sizes and in different cities narrowed in the first half of 2020, but still showed a relatively large negative growth. The bookstores in first-tier cities and the superlarge and large bookstores are still severely affected by the COVID-19, with negative growth rates of about 55%. Bookstores in second-tier cities have also fallen by 50%. They are related to the control over the COVID-19 in firstand second-tier cities. In addition, among the five major regions, the northern area of China showed the largest yearon-year decline in the first half of the year, a decrease of 57.58%, which is not unrelated to the second wave of the epidemic in Beijing.

III. Online Bookstores Maintain Positive Growth, and the Growth Rate Has Increased From the First to the Second Quarter of 2020.

In the first half of 2020, online bookstores as a whole continued to maintain a slight positive growth, up 6.74% year-on-year. The growth rate is significantly lower than that of the same period last year, but it accelerated compared to that of the first quarter. Affected by the COVID-19, some readers turn to online bookstores to purchase books. Online bookstore sales declined during the Spring Festival due to logistics, but the sales soon picked up after logistics resumed. The sales of online bookstores increased significantly in March, which is part of rise in consumption after the epidemic eased. After that,







This bar graph shows the changes of new book types in the retail book market

sales normalized and online bookstore sales began to decline in April. With the arrival of big discounts on June 18th, online bookstores' sales rose further, but in mid-June the second wave of the COVID-19 happened in Beijing, and the entire online bookstores' sales were also affected to a certain extent.

IV. The Publication of New Titles Has Varied With the Rise and Fall of the Epidemic.

In the first half of 2020, the number of new titles for sale decreased, mainly because the epidemic at the beginning of the year had a greater impact on the investment in new books. The number of new books was 71,342, down 21.57% from the same period last year. From January to March 2020, the number of new titles sold in the retail market dropped sharply, especially in February when the epidemic was the most severe and when the number of new books published decreased most significantly. As the epidemic gradually passed, investment in new books in the market moved closer to normal levels. Since March,

the number of new books has rebounded significantly. The number of new books in April, May, and June is at the same level as that of the same period last year.

V. The Proportion of Children Books, Textbooks and Teaching Assistance Books Has Increased Significantly Year-on-Year, and the Biographical Books Have the Highest Growth Rate.

In the first half of 2020, affected by the COVID-19, the overall book retail market showed a negative growth of 9.29% year-on-year, the first time this rate has been negative in recent years. In the overall market, children books, social science, textbooks and teaching assistance books, and literary works are still the top four market segments. The performance of books of social science and literature was poor, with a year-on-year decrease of 3% from the same period last year, in part because these segments rely on the publication of new titles to fuel growth. Affected by the epidemic, the launch of new books and the physical marketing activities have been reduced. At the same time, the public's consumption of these books, which are not rigidly demanded the way educational material is, also went down due to the COVID-19.

In the first half of 2020, due to the epidemic, parents had to stay at home and thus



The bar graph shows the changes in the comprehensive retail book market segments in the first half of 2020

spent more time with their children. They are paying more attention to their children's growth and learning, and they are trying to satisfy their children's desire to read. The children's book market occupies the largest share of the book market with 30.54%, an increase of 3.38% compared with the same period last year. Online education has meant that the market for textbooks and teaching assistance books has been almost unaffected. The proportion of revenue is 19.37%, a year-onyear increase of 3.56%.

In terms of sales in brickand-mortar stores and online stores in the first half of 2020, textbooks and teaching assistance books are the largest segments ,at more than 30% of overall sales. Textbooks and teaching assistance books, which are rigidly demanded by education requirements, have become the main hotselling category, accounting for 38.63% of sales in physical bookstores and 40% in the overall market. Children's books are still the largest subcategory in online bookstores, with a market share of 32.26% by revenue. In online stores, the social sciences and literary works sell better than in of brick-and-mortar stores, while the market share of literature is slightly higher than that of online stores. The proportion of biographical books in brick-and-mortar stores is 4.82%, which is significantly higher than that of online stores, because themed books are mainly sold in brick-andmortar stores. The proportion of language and technology books in online stores is higher than at brick-and-mortar stores, mainly because some

exam-prep books sell better in online bookstores.

In the first half of this year, affected by the CO-VID-19, only four sub-categories of books achieved positive growth. Among them, school textbooks (kindergarten, primary and secondary schools) have the largest year-on-year growth at a rate of 52.47%. This was followed by biographies and textbooks and teaching assistance books, which were at 12.20% and 9.20%, respectively. The growth rate of children's category was 1.89%. The biography market, as the mass category with the highest year-on-year growth rate, was mainly driven by the hot sales of themed books and celebrity biographies. The 2020 theme publications Xi Jinping in Xiamen and Xi Jinping in Ningde performed well, and the popularity of Xi Jinping in Zhengding is still not low. Celebrity biographies also performed well. For example,



The bar graph shows market share of various book categories in online and brick-and-mortar bookstores.



This bar graph shows the changes of segmented markets in the first half of 2020

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Guo Degang's A Good Time (2019 New Edition), which was published at the end of 2019, became a bestseller in 2020, and its popularity gradually increased. Xie Na's new book, Na is Sunshine, has also entered the top list of bestselling new books. In March, the death of basketball superstar Kobe Bryant caused a global sensation, and his 2018 autobiography Kobe Bryant: The Mamba Mentality became a bestseller in 2020.

VI. Best-Selling Books Have Different Themes, and Coexist with Classics

1. Classic and popular books continue to dominate the bestseller list

In recent years, the craze for classics has continuted. Many best-selling classics are must-read classics for students. To Live, World of Plainness, Skins, Fortress Besieged, Home Letters by Fu Lei (2018), The Legend of Su Dongpo, The Legend of Zeng Guofan and other outstanding contemporary works have touched readers and made them think. One Hundred Years of Solitude, How The Steel Was Tempered, Jane Eyre, The Kite Chaser, The Stranger, Snow Country and other classic novels with different national backgrounds and different writing styles often show up on various "must-read" lists. The Four Masterpieces are suitable for people of all ages and will last

forever. With humor becoming more and more popular, the hot-selling series Half Hour Comics, If History is a Group of Meows, and other comic histories and popular science books are welcomed by the public. In children's books in the first half of 2020, series by domestic authors such as Beimao, Cao Wenxuan, Shen Shixi, and Zheng Yuanjie accounted for half of the children's bestsellers. Imported classic picture books that are often on the bestseller list remain popular. Dear Mr. Hanxiu, The Complete Biography of the Boy Jia Li, Goodbye, Teacher Ren, Tortoise and other classics with high-quality content have seen a resurgence this year.

2. The performance of fantasy and mystery novels, as well as adaptations from film and television are selling well

Due to the impact of the COVID-19, the pace of life has slowed down, and people are seeing immersive stories. New fantasy and mystery novels are selling well. Bestsellers include fantasy novels Douro Mainland and the Sword series, as well as mystery novels by Higashino Keigo, Oyama Seiichiro, Isaka Kotaro and other Japanese writers. The bestselling mystery books by domestic authors include Forensic Qin Ming, Hou Dali's Criminal Investigation Notes, The Book of Crimes and other serialized and updated books.

New novels based on TV dramas performed well and include Fourteenth Year of Chenghua (2 volumes), Little Women, Want to See You, My Years When I Operated the Zoo.

3. Books on epidemic prevention and various topics related to the epidemic selling well

In the first half of 2020, many new books related to the epidemic were on the bestseller list. In addition to the books on the prevention of new coronavirus infections, new books that tell stories of fighting the epidemic continue to sell. Highlights from this category include 2020 Wuhan Diary: A Collection of Anti-epidemic Paintings by A Young Girl in the Mobile Cabin Hospital, Diary of Fighting against the COVID-19, The Most Beautiful Fighters against the CO-VID-19, and Diary of Angels.

In addition, Three-Minute Comics of Cyre: Viruses, Bacteria and Humans; God's Flea: Revelations of Human Antiepidemic; The 1918 Epidemic: The World Changed by the Influenza; Living Health: Immunity is a Good Doctor and other books on the topic of viruses and epidemics have been popular. In addition to the above-mentioned books for adults, new children's books related to the epidemic are also on the bestseller list, including COVID-19 Picture Book for Children, Reading Nursery Rhymes, and Antivirus: COVID-19 Prevention Picture Book, Viruses Around Us (5 Volumes). Other epidemic prevention and public health safety knowledge, and books the "warriors" who have made important contributions to the fight against the CO-VID-19 are also very popular. A good example of this type of book is Zhong Nanshan: Guardian of Life.

4. New books celebrating the Forbidden City's 600th anniversary aroused cultural feve

In the past two years, books and cultural creations related to the 600th anniversary of the Forbidden City have been constantly appearing in the public. Books like Opening the Forbidden City & building the Forbidden City (2020 Limited Edition), The Six Hundred Years of the Forbidden City, The Six-Hundred-Year Legend of the Forbidden City, and others on the history of the Forbidden City are selling well. In addition, the children's books I'm Going to the Forbidden City Series (20 volumes), The Big Monster in the Forbidden City (Fifth Series, 3 volumes) are attracting attention. In addition, books on other museums have gradually been creatively developed and popularized. These museums include the Qin Shihuang Terracotta Warriors and Horses Museum, Dunhuang Mogao Grottoes, Taipei Palace Museum and many other Chinese cultural institutions.

Appendix: Top 10 bestsellers in the comprehensive retail fiction, non-fiction and children's book lists

Top 10 Fíctíon Bestsellers, January to June 2020

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Ranking	ISBN	Book	Publisher	Author	Price
1	9787536692930	Three Body	Chongqing Publishing House	Liu Cixin	23
2	9787506365437	To Live	China Writers Publishing House	Yu Hua	28
3	9787500601593	Red Crag	China Youth Publishing House	Luo Guangbin, Yang Yiyan	36
4	9787536693968	Three Body(II)-Dark Forest	Chongqing Publishing House	Liu Cixin, Yao Haijun	32
5	9787229030933	Three Body(III)-Eternal Death god	Chongqing Publishing House	Liu Cixin, Yao Haijun	38
6	9787540487645	A Store in the clouds	Hunan Literature and Art Publishing House	Zhang Jiajia	42
7	9787530219218	People Life, Ocean Wild	Beijing October Literature & Art Publishing House	Mai Jia	55
8	9787530216781	World of Plainness	Beijing October Literature & Art Publishing House	Lu Yao	108
9	9787544291170	One hundred years of solitude	Nanhai Publication Company	Gabriel Garcia Marquez	55
10	9787208061644	Kite Chaser	Shanghai People's Publishing House	Khaled Hosseini	36

Top 10 Nonfiction Bestsellers, January to June 2020

Ranking	ISBN	Book	Publisher	Author	Price
1	9787544276986	Educated: A Memoir	Nanhai Publication Company	Tara Westover	59
2	9787010219783	National Security Knowledge	People's Publishing House	National Security Knowledge Editors	20
3	9787550268517	Positive Discipline (Revised)	Beijing United Publishing Company	Jane Nelsen	38
4	9787201088945	Skins	Tianjin People's Publishing House	Cai Chongda	49.8
5	9787508095226	Nonviolent Communication	Huaxia Publishing House	Marshall B.Rosenberg	49
6	9787807639817	Danshari	Guangxi Science and Technology Press	Shin Katazukejutsu	32
7	9787540489304	Danshari	Hunan Literature and Art Publishing House	Shin Katazukejutsu	45
8	9787559620125	Genius or Psychotic (New Edition)	Beijing United Publishing Company	Gao Ming	49.8
9	9787540471194	Relationship: Bridge to the Soul (19th edition)	Hunan Literature and Art Publishing House	Christopher Moon	45
10	9787544387866	Half an hour comic Chinese history(4)	Hainan Publishing House	Chen Lei	49.9

Top 10 Children's Bestsellers, January to June 2020

Ranking	ISBN	Book	Publisher	Author	Price
1	9787534633362	Bronze Sunflower (New Edition)	Jiangsu Phoenix Publishing House	Cao Wenxuan	22
2	9787532767373	Charlotte's Web	Shanghai Translation Publishing House	E.B.White	26
3	9787533274269	Guess How Much I Love You	Tomorrow Publishing House	Sam McBratney, Anita Jeram	38.8
4	9787559706522	Silly and Unhappy (pronounciation version)	Zhejiang Children's Publishing Company	Ren Rongrong	18
5	9787531332091	Pig Grunt Snore Part 1	Chunfeng Literature Publishing House	Sun Youjun, Qiu Zhaoming	15
6	9787531333227	Pig Grunt Snore Part 2	Chunfeng Literature Publishing House	Sun Youjun, Qiu Zhaoming	15
7	9787544288590	The Little Girl at the Window (2018)	Nanhai Publication Company	Tetsuko Kuroyanagi	39.5
8	9787536574366	Mi Xiaoquan's Quizs	Sichuan Children's Publishing House	Bei Mao	16
9	9787536587694	Mi Xiaoquan Attends School: I am a primary school student	Sichuan Children's Publishing House	Bei Mao	25
10	9787536587724	Mi Xiaoquan Attends School: the family	Sichuan Children's Publishing House	Bei Mao	25

27 二十一世纪出版社集团 21st Century Publishing Group

Bluedoor

Written by Zhang Zhongcheng

This book follows the adventures of Grandfather Hou and Salt Bean, a child he has adopted. Bluedoor tells a moving story about love and waiting, using flashbacks. The understated storytelling incorporates the changing face of cities, the collective memory of a generation of Chinese, the traditional values of kindness and love, and China's rich North-eastern culture. Ordinary people's hardships and happiness, loneliness and deep feelings, humility and reverence are all described. Bluedoor is a testament to the value of life and ray of light for young people growing up in an extraordinary time, and its strong human message includes lessons that remain relevant for society today.

14.7 x 21 cm | 208 pages



16 x 23.4 cm | 268 pages

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Fighting the Pandemic Together

Written by Xu Lu

This children's story is based on real events. Written by Wuhan author Xu Lu, it is an honest account of Xu's experiences and reflections during the COVID-19 pandemic. In moving words, Xu Lu examines the experiences of front-line medical personnel, researchers, low-level Party members and volunteers, portraying each individual and their moving achievements. By so doing, Xu sketches a picture of the Chinese people coming together and working with one will to conquer the pandemic. Xu's work captures the noble virtues such as tenacity, selflessness and love shown by those fighting the virus, and reflects on the relationship between humanity and Nature as well as disease. Xu encourages children to face up to difficult circumstances and natural disaster, teaches them to be on their guard, and promotes the spirit of national pulling together and empathy for others. At the same time, Xu reminds us that we need to respect Nature and live in harmony with it, and encourages young readers to ground their understanding of Nature in science.

How COVID-19 Has Affected China's Publishing Industry

🖌 By Ren Díanshun

A sudden pandemic has affected all walks of life. It has influenced the publishing industry from production to consumption, from different links in the industrial chain to various product types, from operating modes to organizational structures. Some changes have already happened, and some are brewing. Regardless of the size and ownership of companies, no company can avoid being influenced. Our time is full of more uncertainties. What will the book industry of the future look like?

The Number of New Books Will Continue to Decrease

In recent years, affected by the supply-side reform of the publishing industry, the number of new books has declined for two consecutive years. The epidemic has had a further effect on the production pace of publishing organizations. In addition, due to the many uncertainties in the future, publishers have begun to actively reduce the optional projects and concentrate on key products. It is expected that in 2020, the number of new books will continue to decline.

Purchasing Power Will Decline, and Cultural Consumption



Will Shrink

The downward pressure on the economy is increasing. If the disposable income of residents decreases, the expenditure on cultural products will be reduced, and the general book market will be affected. As people have less money in their pockets, the money spent on books will inevitably decrease.

The Book Industry Has the First Negative Growth in 20 Years

As mentioned in the first two sections, the book industry has been greatly affected in the first quarter of 2020 both on the production side and the sales side. It is expected that the situation for 2020 is not optimistic. Judging from the current data from multiple channels, China's publishing industry in 2020 will most likely have the first negative growth since the beginning of the 21st century.

Educational Publishing is Stable, and Demand Is Even Increasing

Educational publishing is the basis of China's book industry. Due to the "rigid demand" of this material, the overall situation is not affected at present, and the base is still stable. A large number of students have delayed schooling. In addition to the necessary textbooks and teaching materials, some selflearning and compulsory categories have increased, which is a blessing in disguise.

Online Education Becomes the Norm

In-person school in and offline training cannot be carried out. Teachers and students have clear needs for digital textbook resources, online teaching systems, and after-school home-



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A Boy on the Road

Written by Peng Xuejun, Illustrated by Qu Lan 21.3×23 cm | 40 pages

This is a story about giving, about receiving back, about the passing of love. A young boy walks on the road with a hat on his head. The wind blows off his hat. A bird snaps it in flight, perches itself on a treetop, and uses the hat to make its nest, then gives an apple to the boy in return; an elephant eats the apple and gives the boy a wild flower; the boy gives this flower to a young girl who scraped her knees and is given back a piece of candy...The boy goes on his road and gets his hat back in return in the end.

This is a book in a fresh and cute style, with vivid images and rich colors. The artist uses collages, cutouts and other artistic techniques to make the story all the more enchanting.





Somersault Cloud

Written by Chen Peici and Li Minghua, Illustrated by Li Zhuoyin 29.2*22 cm | 40 pages

After the monk Xuanzang and his disciples complete their mission of obtaining the Buddhist scriptures from India, they all achieve enlightenment - and Monkey's somersault cloud also gains magic powers. At first, Cloud thinks being a divine being is amazing, but he doesn't realise that it comes with a lot of strings attached: following rules, being polite, knowing what to say...Cloud makes one mess after another, and is turned away by the other gods. Cloud's friend, Monkey, keeps introducing job opportunities to him, but each time it ends in failure. After this trail of setbacks, Cloud feels like the world is against him, and wonders if he will ever find something he truly enjoys... 2020 CHINA PUBLISHERS SPECIAL REPORT

work systems. Online education has become the norm. However, after the free period ends, the platforms created by the publishing industry are facing the problem of how to convert short-term traffic into long-term users, and this is not an easy task.

Now is a Good Time to Invest in Publishing

The general environment is not good, and capital has begun to tighten its wallet. Nonindustry capital (VC, PE) has slowed down its investment in the book industry. It is said that a certain influential book company has negotiated an investment that was aborted due to the epidemic. But in contrast, the primary market asset prices will fall, which will be a bargaining opportunity for some large stateowned publishing institutions and leading book companies that hold capital in the industry.

Focus on Increasing Revenue and Reducing Expenditures

In difficult times, "increasing revenue and reducing expenditure, and cash is most important" are true. Companies will pay more attention to strengthening cost-reducing awareness and input-output calculations. Related industries that rely on the book industry for survival will be affected, including conventions and exhibitions, training, advertising, consulting services, etc. These expenditures will become the focus of "cutting expenditure".



Growth of Online Literature Slows, But Continues to Squeeze Mass Market

After more than 20 years of rapid development, online literature has gradually entered a plateau. The revenue and net profit of China Reading Group soared in 2019, but the online business revenue declined, which indicates that online literature consumption is gradually becoming saturated. The stay-at-home situation caused by the epidemic is "good" for online literature, and it will further squeeze the mass publishing market in terms of attention grabbing and IP conversion.

E-books Will Not Ne the "Savior"

After years of development, e-books have not been a big format in China, and both sales and profits account for less than 10% of the book industry. The epidemic is forcing the publishing industry to accelerate its transformation, upgrading and integrating e-book development. The demand for e-books is also increasing. However, as a "first generation" digital publishing format, e-books still cannot become a "savior" to turn the tide.

The Audiobook Market Continues Rapid Growth

On a global scale, audiobooks have continued to maintain rapid growth during the epidemic due to the characteristics of "no contact" and "zero pollution". According to statistics, during the lockdown period, the number of audiobooks on multiple platforms at home and abroad reached a new high. This year will be the year when the audio reading market continues to explode.

Difficult Transition from Free to Paid Model for Online Content

During the epidemic, many

knowledge service platforms offered free and open resources in order to give back to users; and a group of institutions that were forced to switch from offline to online also used free or ultra-low prices to attract new customers. Charging will become more difficult for these services. In 2020, this pandemic force many knowledgepaying startups to face life-anddeath challenges.

The "Platform Economy" of the Book Industry Can Grow

Affected by the epidemic, the role of the platform economy and the value of the industry ecology will be highlighted. The leading mass publishing industry represented by CITIC Publishing may play the role of "Airbnb" and "Xiaomi" in the industry, acting as the industry infrastructure and "content base".



Online Events and E-commerce Are Rising

When there is no way to develop an in-person conference or organizing events like book signings, online broadcasting has become one of the few viable marketing methods. People's Literature Publishing House, HZ Books, and Motie are all doing well with this at the moment, and they have also produced practical effects on book promotion. In the future, online lectures and audio and video production will become the basic skills of book marketers.

New Sources of Online Traffic Are Becoming Important

Short videos on platforms like Tik Tok, Kwai, and Volcano, and live shopping guides led by Taobao and JD ecommerce have become new sources of traffic for publishers. Last year, the Wisdom of Wolves and Guiguzi, which you might despise, sold millions of copies and publishers shouldn't overlook the value of this type of online traffic.

The Proportion of Marketing Staff Will Increase Significantly

Based on the abovementioned traffic logic, the role of marketing will be further strengthened. It is obviously unreliable to require editors to do marketing, so it is imperative for publishers to expand the full-time marketing team.

Multimedia and Multichannel Content Production Will Be Valued

Publishing houses used to only publish books. Nowadays, some highly market-sensitive publishing organizations are paying more and more attention to producing content and promote authors in multiple formats and through multiple communication channels. In order to sell books and increase their exposure, authors are asked to record videos, broadcast shows, and engage in online events. At this time, the publishing house will become more and more like a brokerage company.

Book Discounts May Reach New Lows

Although publishers have been struggling with discounts for a long time, it is obviously unrealistic to change this situation during the special period when sales rely on e-commerce and marketing depends on online events. In addition, online bookstores are affected by the tightening of the capital chain. There is a high probability that there will be concentrated discount promotions in the second and third quarters of 2020, and book sales discounts for the whole year will likely break new lows.

There is Little Room to Increase Book Prices

Every publishing house

discounts. This logic has been in operation for more than ten years, but in the end consumers need to pay. Under the current cost structure, literature and social science books have little room for price increase, and in many cases, book prices have approached or exceeded the tolerance limit of middleclass readers. The epidemic has decreased disposable income, and it may not be feasible to continue increasing book prices at this time.

Further Changes in the Function and Role of Editors

In the future, editors may be like screenwriters and translators. There will be more and more freelancers connecting and serving multiple institutions. The functions of the core link in the publishing industry chain will be further refined.

Demand for Online Editing and Collaboration Tools Increases

The publishing industry itself is an industry centered on creativity and intelligence, and there are not too many physical requirements for office space. Affected by the epidemic, editors have increased their work at home, leading to an increase in the demand for paperless editing and proofreading, and the use of technology in the editing process has also increased. Cloud meetings, collaborative office, and paperless editing will become the basic skills of future editors. 2020 CHINA PUBLISHERS SPECIAL REPORT



Recommendation of Chinese Writers



Mai Jia

Famous contemporary novelist and screenwriter Mai Jia is also the Former Chairman of Zhejiang Writers Association, and he was the first contemporary Chinese writer whose works are included in the British "Penguin Classic Library". His works include novels Decoded, Scheming, Messages, Wind Talk, and The Tip of the Knife. His works have been translated into more than 30 languages.

Decoded has been translated into 33 languages and is the number-one Chinese work in the collection of the world library. It was rated as one of "2014 World Top Ten Novels" by The Economist. The English version was included in the British "Penguin Classics" library. After Lu Xun, Qian Zhongshu, and Zhang Ailing, he is the only contemporary Chinese writer selected into the library.

Mai Jia's novels are full ofbizarre imagination and originality. The characters are dark and mysterious. The stories have twists and turns, and they are full of suspense. His novel scheming was adapted into a television series, andMessages wasadapted for film. Thesepioneering, influential works set off the spy warfare film and television frenzy in contemporary China.



Bi Feiyu

Bi Feiyu is a famous writer, professor of Nanjing University, and vice chairman of Jiangsu Writers Association.He began writing novels in the mid-1980s and his works have been translated into many languages and published abroad. He has won the Lu Xun Literature Award twice (the highest award for short stories in the country). His noteworthyworks include Blind Massage, Breastfeeding Woman,The Moon Opera, and Plain. The novel Once Upon a Time in Shanghai was adapted into the movieShanghai Triad, directed by Zhang Yimou. Novels such as The Moon Opera and Blind Massage were made into movies and TV series.

Bi Feiyu won the 8th Mao Dun Literature Award for his novel Blind Massage in 2011. The novel focuses on the special group of blind masseurs and portryastheir joy, anger, and sorrow. In the same year, the novel Three Sisters won the 4th Man Asian Literary Prize. The English version of Three Sisters was co-translated by American translators Professor Howard Gol and Professor Sylvia LichunLin.



Xu Zechen

Born in Donghai, Jiangsu in 1978, Xu Zechen is a representative of writers born in the 1970s."If the Door is Cosedby a Heavy Snow" won the 6th Lu Xun Literature Award Short Story Award. In 2014, he won the Lao She Literature Award for his novel Jerusalem, andwas nominated for the 9th Mao Dun Literature Award in 2015. In August 2019, he won the 10th Mao Dun Literature Award for Going North. Hello, Beijing, adapted from the novella We Meet in Beijing, won the Best TV Film Award at the 14th Beijing University Student Film Festival. As a screenwriter for the movie My Strong Boat, Xu Zechenwon the Hollywood AOF Best Foreign Language Film Award. Some of his works have been translated into German, English, Dutch, Japanese, Mongolian, and other foreign languages.

The novel Jerusalem has a story spanning seventy years and is considered to be a landmark work of Chinese writers born in the 1970s. The novel focuses on Chinese who were born in the 1970s and aims to explore the spirit of a generation in the rapid modernization and urbanization process through a faithful description of their parents and their personal experiences.



Li Juan

Born in Xinjiang in 1979, she started writing in 1999. In 2010, she published a collection of essays Altay's Corners and won the "Non-fiction Award" of the People's Literature Award. In 2012, she published the series of prose WinterPasture and Sheep Road. In 2017, she published a collection of essays Remote Sunflower Field and won the Prose Award of the 7th Lu Xun Literature Award.

Li Juan had lived with her family in the Altai Mountains of Xinjiang, followed Kazakh herdsmen to make a living, and went to Urumqi to work. When she was almost 20 years old, she began to write and to submit writings for publications as an amateur. In the winter of 2000, Li Juan published the work Nine Pieces of Snow while taking care of her seriously ill grandmother.

Many of Li Juan's works use documentary techniques to directly face issues of society and people's livelihood. Her narrators are often also participants in experiences she portrays. The writing of dual identities gives the works a natural sense of presence.



Sheng Keyi

Born in Yiyang, Hunan in the 1970s, Sheng Keyimoved to Shenzhen and started writing novels in 2002. Her note worthy novels include Female Migrant Workers, Love and Marriage, Ode to Morality, Death Fugue, Barbaric Growth, The Evils in the World, and Uterus, as well as short story collectionsKeyi's Book, Leave a Room for You and Blessed Land. Her books have been translated into more than ten languages including English, French, German, Italian, Russian, Japanese, and Korean. She is a female writer who has attracted international literaryattention. She has won the Most Potential New Writer Award at the First Chinese Literature Media Awards, and TOP20 Future Chinese Literature Masters.

Her works highlight female themes, have a fierce linguisticityle, cover a wide range of emotional and social fields, and are known for their keen observations and ruthless comments on psychological activities and social details.



Xiaobai

He is a native of Shanghai, and he brings aunique writingstyle to his novels and essays. He has published Lascivious Hamlet (graphic novel), Performance and Peeping, Spots, and Concession. His novels have been translated into English, French, Italian, German and other languages and published abroad. Among them, the English translation rightsof Concessionwerepurchased by HarperCollins Publishing Group for \$60,000.

Concession uses the 1931 Shanghai Concession as the background of the story, telling of the revolution, love, and adventure that took place during this time. In 2018, Xiaobai won the seventh Lu Xun Literature Award for Novella for his novel Blockade. Smooth, accurate rhythmic writing makes Xiaobai's works charming and mature.



Jin Yucheng

Born in Shanghai in 1952, he is the executive deputy editor of Shanghai Literature.

In 2012, he completed a novel Flowers that describes the life of people in Shanghai. The novel received a strong response when it came out. It won first place in the 2012 Chinese Novel Ranking List by the Chinese Novel Society, and the eleventh Chinese Literature and Media Award Annual Award.

Flowers started as an online story on Longdang.com, which studies the local culture of Shanghai, and ended up being a 350,000-word novel. This is also a novel about memory— dreams of the teenagers in the 1960s, colorful memories of fireworks, and sensual and colorful memories of Shanghai in the1990s. The narrative frequently alternatesbetween time periods.Flowers was praised for having"established a literary museum. No matter how many years later you come back to see Shanghai, you can look for it in the novel."



Squid Loving Diving

His real name is Yuan Ye, Squid Loving Diving is the platinum writer of China Reading Group, the vice chairman of Sichuan Writers Association, and the chairman of the second executive council of Sichuan Network Writers Association. He won the 2017 Mao Dun Literary New Writer Award-Internet Literature New Writer Award, and 2019 China Reading Group's Original Literature CeremonySuper Achievement Writers.

In 2011, he began to create online novels. The fantasy and steampunk novels are famous for their magnificent, majestic, and exciting plots. Representative works includeMissing Fortune Atlas, Arcane God Seat, The Lord of One World,Master of Martial Arts, andLord of Mysteries. His works have been often searched and rank high in terms of monthly impressions, clicks, and on other major lists.Many ofhis workswere selected into the ranking of Chinese online novels and have won several awards.

Among them, the classic masterpiece Missing Fortune Atlas is known as the representative of the classical fairy stories, telling the story of the protagonist Shi Xuan who accidentally obtained the ancient fairy martial arts skills, and practiced in the heavens and the world.



Butterfly Blue

Writing under the pen name Butterfly Blue, Wang Dong is a leading writer of China Reading Group and online literature. He was awarded the Nomination Award of the 2nd China Literature Foundation, Mao Dun Literary New Writer Award, and the Internet Literature New Writer Award in 2019. He has written sixworks such as Full-time Master, Awakening Road, and The Master's Moment. His writing generates hundreds of millions of hits and has long been at the forefront of major online literature rankings.

His masterpiece Full-time Master tells the story of the once-top online game expert Ye Xiu, who leads histeam back to the top. This work was selected into the list of 20 outstanding works of Chinese online literature in 20 years. The characters Ye Xiu and SuMuchengare also very popular.Comic adaptations have beenreleased in Japan, and various derivative products have become best-selling items in major domestic comic exhibitions. The first season of the adapted animation of the same name has garnered more than 1 billion views.



Legend of the Paladin

Founder of the "Modern Communication Tool Novel" genre of internet literature, writer Legend of the Paladinwrote Apprentice of the Gods, Extreme Dad in a Strange World, Change, Summoning of Synthesis, and the Chat Group of Cultivators.

The Chat Group of Cultivators tells the urban fantasy story of the protagonist Song Shuhang, who accidentally enters a chat group of cultivators, opening a different and wonderful life.

His style is funny and humorous. For the first time, social software elements are incorporated into commercial urban themes, which set off a frenzy in the field of online literature and drove the trend of modern communication tools. His works have long been at the forefront of the bestseller list, with a total of over 100 million hits on the entire platform, and a large number of fans. The extremely popularcomic adaptation has surpassed 22 billion online reads, and the collection has exceeded 2 million reads. It won the silver prize of the 15th Golden Dragon Award for Most Popular Online Adapted Comics and the Best of the 2019 CCG EXPO Awards Comic Award.

2020 Rising Publishing Stars in China

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 Ma Bo from PLPH, Zhu Xinwei from Shanghai Translation Publishing House, Wu Yingying from Yilin Press, Zhang Wen from FLTRP, Shiyong from Guangdong People's Publishing House, Yao Kan from Anhui Literature and Art Publishing House, Tan Weping from 21st Century Publishing Group, Huang Jingfen from Zhejiang University Press, Lei Yun from Time Culture Co. and Xiong Hanzhong from Shanxi Economic Publishing House.

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 dring the fair.

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



Ma Bo graduated from Beijing Foreign Studies University, and entered People's Literature Publishing House (PLPH) in 2014. As an editor of Englishlanguage literature, he published new editions of "Selected Works of Oscar Wilde", Christmas Stories by Charles Dickens, "Complete Works by J.M. Coetzee", etc., and Christmas Stories by Charles Dickens won the outstanding publication award of PLPH. He became editor of the "Harry Potter" series in 2015, and participated in the introduction and publication of new editions and titles of the series. He was presented an award of "Outstanding Editor" by Reading Style magazine in 2018. With a bachelor's degree of education in 2014 and a master's degree in translation studies in 2016, Xinwei Zhu has worked in Shanghai Translation Publishing House as an editor since 2016. As an editor specialised in children's foreign literature, Xinwei has published and edited serveral classic and well-sold books, for instance, E•B•White's Classics (phonetic edition), Charlotte's Web (full-coloured phonetic edition), A Little Bit Brave, Charlotte's Book classic series, Agatha Mistery series, and etc., of which, A Little Bit Brave by Nicola Kinner has been recommended by many booklist and education groups, while IKKE SOM I FJOR (EN: Someday Will Grow Up) by Tormod Haugen (published in 2018) has reached nearly 500,000 copies in these two years. Meanwhile, Xinwei has planned and participated in many reading activities so as to promote children and family reading in China.



Editor of Yilin Press, CHINA. In charge of the publication of Yilin Sci-fi series. Published the Chinese edition of Philip K. Dick's Collection of Works, including Do Androids Dream of Electric sheep, The Man in the High Castle, Ubik, etc. The new edition of the collection sold nearly 200,000 copies in total in China. Published the Chinese edition of Andy Weir's The Martian in 2015 and Artemis in 2020. Published the Chinese edition of Ted Chiang's two collections of works: Stories of Your Life and Others in 2015, Exhalation: Stories in 2019. The two collections have sold over 220,000 copies in China. Now is working on the project of the Chinese edition of Polish science fiction writer Stanislaw Lem, including Solaris, Fiasco, His Master's Voice, etc.



I'm Zhang Wen from Foreign Language Teaching and Research Press (FLTRP). I graduated from BFSU with a master's degree in 2012, and then joined FLTRP. In the past eight years, I have licensed over 800 titles from abroad, many of which have become the star products of FLTRP in recent years. For example, in 2014, I was responsible for the negotiation and licensing of Big Cat series, with Collins Learning as the foreign partner. Since 2014, I have been the coordinator with Springer Nature, who is one the most important foreign partners of FLTRP. The cooperation between FLTRP and Springer Nature covers many publishing scopes, including ELT textbook, dictionary, Chinese, natural science, humanities and social sciences, etc. Since I began to serve as the Deputy Director of our department in 2019, I have actively assisted the Director in the department management and also taken the lead in combing a number of international cooperation related processes to make the daily work of the department more standardized and professional. In the future, I will keep on working dedicatedly and learning modestly, and try to promote the cooperation between Chinese and foreign publishers through my own work.



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With a ten-year career in editorial job in Guangdong People's Publishing House in China, I am focused in publishing titles that can shape public debate in the areas of history, science, sociology, politics, and current affairs. My publication list of influential authors from around the globe includes Niall Ferguson The War of The World), Alexander Watson(The Fortress: The Siege of Przemysl and the Making of Europe's Bloodlands), Serhii Plokhy(Chernobyl: The History of a Nuclear Catastrophe, Forgotten Bastards of the Eastern Front: An Untold Story of World War II), Robert Harms(Land of Tears: The Exploration and Exploitation of Equatorial Africa, Julian Jackson The Fall of France: The Nazi Invasion of 1940, Sunil Armith(Unruly Waters), and etc.



After graduating from Leicester University with master degree in the UK, I became a part of Anhui Literature and Art Publishing House as a copyright manager and an editor.Till now, I've been working on the cooperation with publishers from Germany, Serbia , Russia and sold over 20 copyrights.In 2016, I purchased and edited Lake Como, the Serbian Literature work, which was awarded the second prize of Literature and Art Book Award of Six Provinces in East China .Meanwhile, a number of talented young writers born in 1990's were gathered and their representative works were published through me, including You'll Never See a Sparrow, the Tiger Face.



Tan Weping, master of literature, is the director of children's literature department and a senior editor at 21st Century Publishing Group. She is the editor of multiple outstanding children's literature books, such as "One Hundred Children's China Dreams", "Wild Kid", "Children of the Bayan Har Mountains", "Kingdom of Angels", "Muku Hatoju Zenshu Series", "Ende's Picture Book Series" etc. The books she edited have won multiple awards, including the Central Publicity Department "5-1 Project" Outstanding Book Prize, the China Writers' Association Prize for Nationally Outstanding Children's Literature etc. The books have also been included in the Central Publicity Department Excellent Books for Children Project, National Planning of Key Publications, "100 Excellent Book Recommendations for Young People" of the General Administration of Press and Publication of China, People's Choice of the Top 50 Excellent Books etc. Huang Jingfen, editor from the Center of International Publishing, Zhejiang University Press. She has been devoted to international publishing for more than 8 years, and the books she edits have won many awards and been included in national publishing projects. For example, The Dispute Resolution Mechanism for the Belt and Road Initiative (Russian) has been included in the Translation Project of Chinese Humanities and Social Sciences Academic Boutique. She has also been committed to editing books co-published with overseas publishing houses, such as Springer Nature, World Scientific Publishing Co., etc., and translated or to be translated into different languages, English, Russian, Italian, Japanese, Arabian, to name just a few. Her co-authored paper on international publishing has been published in China Publishing Journal.



Huang Jingfen

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Lei Yun (Kristen LEI) joined Imaginist Time Culture Co. Ltd, a leading independent publisher of history, arts, and literary fiction books, as rights executive in 2011. In 2012 she transferred to the editorial department and became an executive editor. She has since acquired translation rights and edited the Chinese edition of works by Czeslaw Milosz, Umberto Eco, Anthony Burgess, Paul Auster, James Salter, Jhumpa Lahiri, Paul Theroux, Clive James, Jenny Erpenbeck, Samanta Schweblin, etc. In recent years, she edited and helped to shape bestselling and critically-acclaimed books such as Vasily Grossman's "Life and Fate", Alice Munro's "Family Furnishings", Paul Auster's "4 3 2 1", Hanya Yanagihara's "A Little Life", Shaun Bythell's "The Diary of a Bookseller", and W. Somerset Maugham's four volumes of "Collected Short Stories" (the first complete edition in Chinese language). Since February 2017 she has been Managing Editor of Translated Literature at Imaginist.



Leí Yun

Xiong Hanzong, master's degree, proficient in English, works in Shanxi Economic Publishing House, and is now the deputy director of the chief editor's office. Since taking up the post, he has exported 6 kinds of book copyright and 5 languages (English, Russian, Ukrainian, udul and Pashto). New supply economics was exported to Britain. The books compiled by the Ministry of economics have won many awards in China, and have a certain research on the publishing of books in the field of economics.



Xiong Hanzong

Ingenuity Makes Fine Works, and Cultural Products Promote Mutual Learning

🖌 By Liu Mengchun

Chinese Media has always insisted on the philosophy of "telling Chinese stories and spreading Chinese voice", and it has been publishing and recommending books with ingenuity, in order to promote international cultural exchanges, cooperation and progress. During the "Thirteenth Five-Year Plan" period, Chinese Media has exported 1,185 copyrights through product export, cooperative publishing, book export, and capital cooperation, which covers 24 languages in 39 countries. Sixty-nine of these projects have been selected as the national "Going Global" initiative. Among them, works on Chinese governance, poverty alleviation, Chinese culture, and epidemic prevention have played an important role in the process of "going global".

1.Focus on Publishing Works on Chinese Governance and Promoting Governance Plans with Chinese Characteristics

With the continuous rise of China's international status, the international community is eager to learn more about China. Chinese Mmedia has paid



attention to this international market demand and created a group of projects for overseas readers to convey the great practice and historical experience of Chinese Communists in governance, including Series of Studies on the Governance and Rejuvenation of the Chinese Communist Party, 70 Years of Human Rights in China, On Cultural Confidence of China, etc. Among them, Series of Studies on the Governance and Rejuvenation of the Chinese Communist Party has successively launched six works including How the Communist Party of China Solves Ethnic Problems, How the Communist Party of China Solves the Problem of Development, and How

the Communist Party of China Solves the Problem of Work Style. The copyright has been exported to Lebanon, the UAE, South Korea, India, Russia and more than ten other countries and regions, which have been recognized by national and provincial "going global" departments. It has also been selected for the "National Social Science Foundation Chinese Academic Translation Project" and "Chinese Book Promotion Program".

2. Actively Promote Publications on Poverty Alleviation and Set a Model for Global Poverty Alleviation

"Eliminating poverty and ensuring people's livelihood" is a topic of great concern to the international community. As the country with the most significant results in poverty alleviation in the world, China has provided Chinese theories and practice models for poverty reduction in other countries. Chinese Media centered on the theme of "Poverty Alleviation" and planned to publish How the Communist Party Solves the Problem of Poverty, Pipawei, Primary School on the Dulong River, and Ten Talks on Rural Revitalization-In-depth Interpretation of Rural Revitalization Strategies, which provides Chinese wisdom and Chinese solutions to the cause of poverty alleviation. Among them, Pipawei is a long novel with

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realistic themes. It tells t story of Pipawei, a village the poverty-stricken mounta in the Jiangxi Province, whi was relocated to allievia poverty. How the Commun Party Solves the Problem Poverty was written by Hua Chengwei, director of tl China Poverty Alleviation a Development Center of t State Council Leading Grou Office of Poverty Alleviati and Development. It introduces readers to China's poverty reduction, rapid development, China's plan for poverty alleviation, and the wisdom of poverty reduction with Chinese characteristics.

3. Carefully Polish Chinese Cultural Publications and Promote China's Excellent Traditional Culture

Chinese culture is unique in the world and has a profound influence on world culture. The World of Ceramics, Knowing CHINA: Jingdezhen Shows China to the World, Fundamentals of Chinese Culture, Lao Tzu and Confucius and other Chinese cultural works published by Chinese Media have detailed and systematic content. This book introduces the most important and classic Chinese culture to overseas readers in vivid, easy-to-understand language. Among them, The World of Ceramics has exported multilingual copyrights in Nepali, English, and tradi-





tional Chinese. Cultural promotion activities with international influence have been held in London, Tehran, Paris, and Macau. Fundamentals of Chinese Culture is a bilingual (Chinese and English) text, and its copyright has been exported to more than ten countries including the United States, Britain, Poland, Ukraine, Macedonia, Nepal, and India.

4. Efficiently Plan Anti-Epidemic Publications to Help International Anti-Epidemic Actions

At the beginning of 2020, after the outbreak of the CO-VID-19, Chinese Media immediately organized and planned The Superman in White, Everything Matters, Witness China's Combating COVID-19, Guidelines for Prevention and Treatment of COVID-19 by Heat Sensitive Moxibustion, Color of Fighting Covid-19, We Are Together: 2020 Record of Fighting Covid-19, and more than 20 other key publications. Among them, the Urdu and Arabic editions of Color of Fighting COVID-19 have been officially published in Pakistan and Egypt respectively. The book has also been published by Egyptian mainstream media such as The Egyptian Pyramid and The Gate of Egypt. The copyright of Witness China's Combating COVID-19 has been exported to more than ten countries including South Korea, Romania, Mon-

golia, France, Egypt, and Italy. Copyright to the children's anti-epidemic picture book S uperman in White has been exported to many coun-

tries including Nepal, Lebanon, Iran, Italy, and the United Kingdom six months after it was published.

5. Create Children's Works on the International Level with Heart, and Demonstrate the International Auality of Chinese Publishing

Chinese Media has been creating children's books with international standards and uses "importation" to promote "going out". It has published 100 illustrated books, which have been recognized by the Bratislava International Illustration Biennial Award, dPICTUS, Germany's "White Crow Bibliography", and more than ten international awards and honors for children's works. Highlighted titles include s Summer, Don't Let the Sun Fall, A Boy On the Road, Black Finger, and others. Among them, Summer was selected into the German "White Crow Bibliography" and nominated for the Swedish "Peter Pan" award. Its copyright was exported to more than ten countries and regions including the United



States, France, Sweden, New Zealand, and Egypt. Black Finger was selected as "China Good Book

of 2019", and its copyright has been exported to the United States and will be officially published in August 2020.

Medical Works Published by CCP

🖌 By Wen Huíjuan

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Central China Publishing & Media Investment Holding Group (CCP) is located in Zhengzhou, a metropolis in central China. It has 11 publishing houses, including Henan Science and Technology Press, Elephant Press, and Central China Farmers Press. Its influence has continued to rise in recent years in the fields of basic medicine, traditional Chinese medicine, and epidemic prevention. It has published more than 3,700 medical books, and it is one of the publishing groups that publish many medical works in China.

Especially facing the CO-VID-19 virus this year, Central China Publishing & Media Investment Holding Group (CCP) has published nearly 30 popular monographs on epidemic prevention and control by famous doctors in key epidemic prevention hospitals and related medical management institutions in China. Among these books, the copyrights of Coronavirus Imaging Diagnosis, Chinese Medical Waste Emergency Disposal Manual during the Epidemic, and 100 Questions on the Standardized Management of Medical Waste in China's Medical Institutions have been granted to many countries and regions,

and they have been or are being translated into Arabic, English, Nepali, Russian, Spanish, Urdu and other languages.

1. Traditional Chinese Medicine (TCM) Health-Nurturing Books

Traditional Chinese medicine has been passed on for thousands of years and has its own complete theoretical system and mature prescriptions. Traditional Chinese medicine and Western medicine have different foundations, and their theories are also very different. These two medical systems are not flawless and perfect, but they can complement each other. Relying on the Chinese philosophy of harmony between man and nature, and balance of yin and yang, traditional Chinese medicine emphasizes the prevention of diseases, which helps guide the general public to develop healthy lifestyles and habits which are simple, easy to implement, and suitable for the daily needs of Chinese and foreign people.

1.1 Health-nurturing Experience by Well-known TCM Doctors

This book was written by Professor Mao Dexi, a famous



TCM doctor who ranks among the top one-hundred TCM popular science experts. The book is composed of 50 TCM doctors' health-preserving experiences. Among them, there are various health-preserving methods, including diet therapy, tea therapy, medicinal porridge, daily taboos, emotional health, and exercises. There are also 50 exquisite illustrations related to health preservation. This book is especially suitable for middleaged and elderly readers.

1.2. Nurturing Health Through Little Habits

This book helps people pay attention to details in life, and to cultivate healthy habits—lifestyle, dietary concepts, hygiene, exercise and fitness, and emotional regulation—with the goal of achieving natural and simple health. The book has 13 articles in total, including: "Good Lifestyle", "Home Hygiene", "Dietary Concepts", "Diet and Nutrition", "Diet Hygiene", "Disease Early Warning", "Disease Nursing", "Nutrition and Sleep", "Prescriptions for Sleep", "Exercise and Health", "Exercise",

"Mental Health", and "Alleviate Stress".

1.3. Health Nurturing in Daily Life

The philosophy of TCM health preservation is to conform to nature, to balance vin and yang, and to accustom health nurturing to people. Emotion, diet, daily life, and exercise are the four cornerstones of TCM health preservation. The National Administration of Traditional Chinese Medicine and the National Health Commission experts to contribute to the Chinese Citizens' Health Care and Health Literacy Through Traditional Chinese Medicine. There are 42 articles in total, offering advice on how to avoid illness, have less disease, postpone illness, and prevent recurrence. This book uses popular and vivid language to explain 42 items

in a targeted manner. One of the key messages to readers is: if you want to overcome diseases, the best doctor is yourself. Sixty percent of health risk factors are directly related to unhealthy lifestyles.

1. 4. Allusions of Traditional Chinese Medicine (Chinese and English version)

This book contains more than 300 medical-related allusions, each of which has four levels: vernacular language, original text, concise notes, and author's comment. Selected essays are arranged in order of their original publication date, and the book is divided into the following sections: medical history records, great TCM doctors, health and fitness, famous doctors' anecdotes, famous sayings, medical appraisal, medical warning, syndrome differentiation, strange prescriptions and other categories. These stories are about ancient and modern literature, history, and philosophyboth at home and abroad. Many of them have been serialized in the Henan Traditional Chinese Medicine and the Dahe Health Daily for nine years. These texts are deeply rooted in the hearts of the people and widely circulated. The English version is translated by experts at home and abroad, so foreign friends can also understand the most brilliant fruit in Chinese culture. Currently, the Arabic translation of the book is in progress.

2. Modern Medical Books

In recent years, Central

China Publishing & Media Investment Holding Group (CCP) has continued to make efforts in the field of modern medical publishing, focusing on publishing original books and introducing foreign books. It has established comparative advantages in basic medicine, imaging anatomy, obstetrics and gynecology, skin care, urology, and other subdisciplines. Among them, basic medicine publishing is at the forefront of China. It has successively won national awards such as the Chinese Government Publishing Award and the Outstanding Chinese Publication Award, and many works have been exported to Germany, Japan, and countries along the "Belt and Road Initiative".

2.1. Knee joint reconstruction surgery (2nd edition)

The author has accumulated experience in tens of thousands of operations and has formed his own characteristics in the fields of arthroscopic surgery and sports medicine. On the topic of knee joint function reconstruction, the book is not limited to the anatomical repair of tissue structure, but rather uses a series of characteristic techniques and methods in order to achieve the purpose of restoring the patient's daily life function and motor function. The book consists of 15 chapters with more than 220 photos and 15 surgical videos. It focuses on the treatment of various groups of knee joint ligament injuries, meniscus injuries, and patellofemoral disorders. It explains in detail

almost all functional reconstruction techniques other than knee artificial joint replacement. It also introduces the arthroscopic arthroplasty technique for the treatment of common orthopedic diseases-knee osteoarthritis, and the minimally invasive surgical treatment for the sequelae of severe knee trauma-joint stiffness. This book is a reference book for arthroscopy physicians to further study and improve their skills. It is expected that the global English version of this book will be launched in cooperation with Springer Nature Group at the end of 2021.

2. 2. Imaging of Typical Cases of Coronavirus

As a well-known respiratory imaging expert in China, Zhang Minming led a team to carefully select nearly a hundred cases from the many cases Zhang diagnosed and treated in a very limited time, and compiled a book based on clinical data. Based on the latest literature, the author gives a detailed description of the image manifestations and dynamic image changes of the cases. At the same time, combined with the experience in clinical practice, the author comments on the cases, so this book is of high practical value for domestic and foreign experts to learn about the typical and atypical image manifestations of COVID-19 and understand the imaging outcome and staging characteristics. The book is divided into eight chapters, including the general situation of COVID-19,

clinical classification and diagnosis; imaging manifestations; imaging of typical cases and family clusters of COVID-19 in adults, the elderly, and children; and the diagnosis of COVID-19. The global English version of this book will be launched in cooperation with Springer Nature Group in the near future.

3. Hysteroscopy and Imaging (3rd edition)

This book is an authoritative work on hysteroscopy and technical use, covering the basic theories and common applications of hysteroscopy, as well as the latest research results such as complications, surgical training, and other uses. Among them, Professor Xia Enlan's scientific research project Clinical Application and Basic Research of Hysteroscopy Technology won the second prize of National Science and Technology Progress Award. A number of domestic and foreign innovations in hysteroscopy technology are included in this book. The book has more than 760 pictures of hysteroscopy surgery, with the advantages of originality, uniqueness, science, and authority. This book is currently the highest-level academic monograph on hysteroscopy in China, and it is also an internationally advanced hysteroscopy reference book. It is expected that the global English version of this book will be launched in cooperation with Springer Nature Group at the end of 2021.

A Market Leader in China's Foreign Language Publishing

🖌 By Waí Yan

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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, FL-TRP continues to take quality as its top priority and actively encourages innovation. With comprehensive development of its digital strategy on teaching, learning, assessment, and research, as well as integration of AI and online and offline operation, FLTRP's 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 40plus 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.

2020 is a special year to the world due to the COVID-19 pandemic. We are committed to supporting our readers, customers and communities, and ensuring that education and research can continue in the face of these challenging times. We are confident to work more closely with all our partners, both old and new, to co-create a shared brighter future.

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Platform For Sino-Foreign Cultural Exchange

🖌 By Song Bing

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Nishan House is an essential platform for Sinoforeign cultural exchange created by Shandong Friendship Publishing House. It has four primary functions: 1) collecting and displaying famous Chinese and foreign exchange books, 2) organizing various cultural activities and Sino-foreign cultural exchanges, 3) developing international cooperative publishing, and 4) building a

book sales platform.

In 2013, the first Nishan Bookstore was established in Malta. In just seven years, 42 Nishan Bookstores have opened in 24 countries on five continents, including Asia, Europe, Africa, America and Oceania. More than 20,000 books have passed through Nishan Bookstore to overseas readers. As an international brand officially registered at home and abroad, Nishan Bookstore has organized a series of publishing and cultural exchange activities under the premise of respect and equality, which has been fully affirmed by the state and government, and has been widely praised by domestic and foreign cooperative institutions.



1. Looking Back at 2019: Nishan Bookstore is Advancing Steadily, and Foreign Cooperation Bears Fruit

(1) Nishan Bookstore expands its "circle of friends" on a global scale

In 2019, Nishan Bookstore successively launched four physical stores in the United States, Australia, Canada, and Uganda. So far, 42 Nishan Bookstores around the world have been established, covering five continents, becoming an important bridge for cultural exchanges between China and foreign countries.

(2) Carrying out publishing and cultural exchange activities

With the personal care of

Mr. Zhang Zhihua, Chairman of the Group, Nishan Bookstore will mainly carry out two activities in 2019.

In August 2019, Nishan Bookstore visited the Flushing Branch of the Queens Public Library in New York, USA. It successfully held the ceremony of Nishan Bookstore's donation of calligraphy to the Lassen Library and the launch ceremony of the new English version of Pictures of Pu Songling. To better promote cultural exchanges between the people of China and the United States and meet the multicultural reading needs of Queens, Nishan Bookstore brought 300 sets of books into the Flushing Library, including China Tales, Reading Chinese Everyday, and other English or

Chinese-English bilingual books which are very popular among local bilingual readers.

In September 2019, during the Moscow International Book Fair, Nishan Bookstore in St. Petersburg, which was set up in 2015, conducted in-depth interactive exchanges on the next step of cooperation. Russia attaches great importance to multicultural education, and the books of Nishan Bookstore are well received by local readers. The availability of these books have effectively promoted indepth cultural exchanges between China and Russia.

(3) Cultivating the development of the Nishan multilingual book series and copyright output

The Friendship Society invited foreign authors to tell authentic Chinese stories to foreigners. By creating a popular series of Living in the Country, the Nishan Book Series allows foreign people to look closer at Chinese culture, perceive the profound Chinese culture, and the development of contemporary China. The Nishan Book Series is divided into classic series and popular series. In the classic series, famous foreign translators bring Chinese works in the fields

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of domestic thought, academics, and art into foreign languages. The books are distributed overseas and positioned as high-end, cutting-edge, and authoritative. So far, two volumes of the English edition of Wangmeng Collection have been published, and the English edition of Chen Chunhua's classic management series Leading Way has been published in one volume. The textbook Reading Chinese Everyday (60 volumes) and the original English picture book of Chinese stories China Tales (36 works) have been published so far.

In June 2019, a promotion event for the Nishan Book Series China Tales was successfully held at the Seoul International Book Fair. The China Tales series of books are English picture books tailored to foreign readers. Thirtysix volumes have been published in English, and each work tells a Chinese story. At the same time, five volumes of Chinese and English versions were released.

(4) Continuous Development of Nishan International Publishing

In 2019, Nishan Bookstore International Publishing Company published a number of books. Among them was the English versions of Pictures of Pu Songling and Long Live Youth. The English version of Wang Meng's Prose and Poetry Collection, Pictures of Confucius, and Pictures of Grandsons are expected to be published at the end of 2020. Australia Nishan International is publishing an English-Chinese bilingual version of Word Record 2020. The Swedish Nishan International promotes the publication of the Swedish version of The Analects of Confucius.

2. Looking to the Future: Upgrading the Digital Nishan Bookstore, Comprehensive Online and Offline Promotion

In the first half of 2020, affected by the epidemic, most of the work of Nishan Bookstore was transferred to online. Entering the second half of 2020, Nishan Bookstore will promote online and offline integration in the next step. On the basis of doing a good job in offline Nishan Bookstore to carry out Sino-foreign cultural exchange activities, it will upgrade to build a "digital Nishan Bookstore" integration platform, focusing on building " The online Nishan Bookstore brand of "Nishan International Classroom" has effectively played the role of Nishan Bookstore as a bridge between Chinese and foreign cultural exchange platforms.

(1) Offline: Go deep into the private sector to create a high-end platform for Chinese and foreign cultural exchanges

At present, Nishan Bookstore has completed the basic layout to integrate resources and cooperate with local societies, associations or cultural centers in different countries and regions to organize exhibitions, research studies, cultural salons and other fields. Various forms and highend cultural exchange activities between China and foreign countries will promote exchanges and mutual learning between Chinese and foreign civilizations.

(2) Online promotion

In response to readers' needs at home and abroad, relying on the publishing resources of Tony Mountain Bookstore, we tailor-made the "Buy, Readable, and Understandable" series of Nishan Books for readers at home and abroad.

The company will cooperate with overseas library distributors to push book resources into the world public libraries and school libraries. This will promote Chinese and foreign book publishing exchanges, enable high-quality digital content sales, and promote the development of Nishan Bookstore's economic and social benefits.

(3) Exploring a new path of cultural exchange with Nishan International Classroom

During the epidemic, the advantages of online education have become more prominent. It is expected that online education and payment for knowledge will be important growth points of the business economy for a long time. Based on this, Nishan Bookstore will integrate its high-quality resources in various fields such as culture, education, exhibition, publishing, tourism, and cooperation with domestic and foreign enterprises and companies through short video production, online classrooms, paid reading, and online live broadcasts. The result is the Nishan International classroom, a flobal online learning platform with "international vision plus domestic and international twoway interaction."

(4) Facing foreign countries:

Integrating existing audio and video resources, Nishan Bookstore is creating high-quality short video IP. For example, the Nishan International Forum has been held for four sessions. Each session invites well-known domestic and foreign people, scholars, and industry leaders to give keynote speeches around the forum's theme, accumulating valuable audio and video materials. The next step is to classify the existing content resources further, make short videos, tap the potential IPs for in-depth incubation, and cooperate with third-party platforms to use their promotion resources and increase IP exposure and popularity.

(5) Facing domestic markets:

Through the production of recorded and broadcast lectures and online live lectures, different types of online classes have been developed to provide domestic users with comprehensive, multisection, and in-depth online learning content. The preliminary plan focuses on the learning needs of domestic students and parents. According to the needs of users of different ages and levels, Nishan Bookstore will integrate overseas education resources, and invite overseas experts and scholars to cooperate to create exclusive classrooms. Popular courses address folk customs, national policies, and provide reference information for students who intend to study abroad.

Making China's Excellent Culture Go Global

🖌 By Wu Aiwei

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Qingdao Publishing Group is located in the beautiful coastal city of Qingdao, where the climate is pleasant, majestic mountains stand next to the sea, and the urban culture is open and inclusive. In recent years, Qingdao Publishing Group has actively leveraged its copyright advantages, is committed to making China's excellent culture go global, and has achieved fruitful results.

Take Advantage of Innovation

The publisher has created new breakthroughs in major publishing projects. At the 2019 Beijing International Book Fair, Qingdao Publishing Group signed an overseas promotion agreement with China National Publications Import and Export (Group) Co. Ltd. to promote major national titlesYungangGrottoesand China's New Marchusing the Overseas ChineseLibrary, the Overseas Publishing House, China Bookshelves, and other self-owned and cooperative channel resources for overseas promotion. In addition, the Overseas Chinese Library will promote the group's copyright of China's New March through



overseas online and offline exhibitions.

On the same day at the book fair, Qingdao Publishing Group and the Confucius Institute at theRussian State University for the Humanities signed the overseas copyright export agreement to transfer the highquality copyright of China's New March to Russia. And it also signed a memorandum of cooperation with the UK-based-Quarto Publishing Group.

Qingdao Publishing Group has accumulated rich advantages in publishing popular lifestyle books. It has successively exported the copyrights of cookbooks such as Heart-warming Baking Hand-made Diary, SoupNourishes People, Soybean, Soybean Milk and Tofuto Hong Kong and Taiwan. The copyrights of chess and card game books such as Masters-Children's Chess Introduction (I and II), Masters-Children's Chess Practice (I, II and III) have beenexported to Turkey and other countries.

Children's Book Publishing Suddenly Emerges

In the emerging field of children's book publishing, Qingdao Publishing Group's copyright export in 2019 was.

1. Children's Literature

Qingdao Publishing Group and the Arabian Literature Publishing Center signed a cooperation agreement to export the copyright of the popular writer Shang Xiaona'sGrowing Up Without Trouble series to the Arab region. The first batch includes a three-books series: Taste of Mom, Idols' Power, andThe Great Dreamer. The Growing Up Without Troubleseries consists of 12 books on emotional intelligence trainingtailoredspecificall for middle-grade students. The protagonists of the booksare a pair of twin brothers, Ma Yizuo and Ma Yiyou, who are in elementary school. This pair of happy brothers encounters some problems during the critical period of emotional intelligence development, and hassome "growth troubles". With the effective help and kind guidance of parents, teachers, and friends, the two children cleverly resolved these small obstacles in their growth and passed the critical period of emotional intelligence training. Among them, The Great Dreamerwas one of the top 50 bestselling new children's books in the first half of 2019, as reportedby the CentrinEcloud big data platform.

Shang Xiaona is a children's literature writer loved by young readers. She used her works to build a bridge between reading and growth for primary school students. She is known as "the spokesperson forthe mental growth of contemporary primary school students". She has written Magic Stethoscope, I Bring the Elves Home, Little Pea in the First Grade, Little Melon in the First Grade, Growing Up Without Worries series, Naughty Classmates series, Thumb Class Leader series, Shang Xiaona's Heartwarming Reading series, Secret Diary of the Desk Mate series, School is Good series, and more than 80 other books. Her works have won the "Outstanding Best-selling Books in the Industry" award, the "Bingxin Children's Book Award". Her books were also selected into the "Book China" best-selling children's book list and the 100 excellent books and 50 kinds of books recommended by the former State Administration of Press, Publication, Radio, Film and Television; and they have frequentlyappeared on the national OpenBook bestseller list.

2. Picture Books

Qingdao Publishing Group signed an agreement with Malaysia's OYEZ Publishing House to export copyright to Southeast Asia of the "Awarded Writer's Poetic Growth Picture Book" series. This series brings together many classic children's poems by contemporary poets such as Jin Bo, Ren Rongrong, and Gao Hongbo. They address themes like imagination, growth, family, environmental protection, humor, and freedom. Internationallyrecognizedillustrators Karistina, Daniel, Hassan, Cecilia and Hector from Italy, Spain, Argentina, Iran and other



countries bring magnificent and moving illustrations to the series and give artistic imagination to the poetry. The series includesIs it You, Butterfly, The Opening of Pencil Adventures, Cuckoo's Wish, Little Mynah Coco, and Big Tree and Small Tree. This set of books was selected as a good book on themonthly children's book recommendation list by China Press, Publication, Radio and Television News.

Qingdao Publishing Group signed a cooperation agreement with Malaysia's Pelangi Publishing House to export the copyright of thePoems for Childhood series and "Little Primitives" to Southeast Asia. TheLittle Primitivesseries was created by the famous domestic original picture book team Red Horse Children's Book. Based on Chinese culture, the Little Primitives tell the story of a mythical world inancient times and reveal the great power of character. The first series of Little Primitivesincludes fivepicture books: The Arrival of the Wise, The Secrets of the Wise, The Troubles of Nutella,

The Day of the Barbarians, and The Gift of the Great God. The second series includes five books: The Gluttonous Stupid Bird, The Enlightenment of God Mountain, Gigi's Treasure, The Grumpy Mountain God, and Little Ears and Fire. The first series has won the 2018 Bingxin Children's Book Award, as well asthe first season and the innovation award of the 3rd Publishing Fusion Technology · Editing Innovation Competition.

The Poems for My Childhood series is a set of "pictures in poems, poems in pictures" edited by Jin Bo, a famous children's literature writer nominated for the International Hans Christian Andersen Award on the 60th anniversary of his creation of his children's poems. The series contains acollection of 210 poems and 200 illustrations by many famous children's writers such as Jin Bo, Ren Rongrong, Gao Hongbo, Wang Yizhen, Xu Lu, XueWeimin, Wang Lichun, and others., to bring children back to the pure land of childhood. Poems in the collection include"As long as it sounds

good, I will listen,""Dream of Grape Leaf,""I will love my mother in this way when I grow up,""Hyacinth and Scarecrow,""Sometimes I Don't Want to Go Home,""Fireflies are also flowers," and other works. This set of books was recommended by the Ministry of Education to primary and secondary school libraries in 2019, and won the first prize of the Excellent Books by National Urban Publishing Houses in 2018. Among them, Orange Wharf won the 2018 Bingxin Children's Book Award and the 2019 Winter Holiday Book. Spring and Our Peekaboo and Fish in Candlelight won the Fifth Liuqing Literature Award.

Jin Bo is a member of the Children's Literature Committee of the Chinese Writers Association and was nominated for the International Hans Christian Andersen Award. He published poetry collections Echoes, Green Sun, and My Snowman; fairy tales Little Leaf Fairy Tale, Shadow Man, The Adventures of Wudiudiu, andTracing the Little Green Man; essay collections Waiting for a good friend and Waiting for you toKnock on the Door; review collections Chasing the Elves, and many other works. Many works have been included in Chinese and music textbooks for primary and secondary schools. His works have won many awards such as the National Book Award, the "Five One Project" Award, and the Outstanding National Children's Literature Award.

Innovations at Shandong Publishing Group

🖌 By Dong Mingqing

Shandong Publishing Group has made advancements in several areas of its business in the past year. The group hasinnovated its external communication and promotion initiatives, in particular to promote Chinese voices at an international level.

In 2019, the publishing units affiliated withShandong Publishing Group exported 145 copyrights, including 102 foreign editions. And 33 types of copyrights was selected to national "Going Global" project, including seven Chinese books for external promotion, 11 books for the Silk Road Book Translation Funding Projects, five booksforClassic China International Publishing Projects, and five booksto receivespecial funding and external publication for the 70th anniversary of the founding of New China.

(1) New Measures

From May to September 2019, to promote the high-quality development of the group's "Going Global" project and to continue to deepen the operation of the "Belt and Road" brand, the group embarked on useful business development trips to Singapore, Kyrgyzstan, South



Korea, Hong Kong and Russia.

From May 30th to June 10th, the group organized a delegation to participate in the Singapore Book Fair. It held three events to promote the titlesTai Chi and Tai Chi Culture Special Lecture by Qilu Publishing House, Chinese Intangible Cultural Heritage Picture Book Series Promotion Conference by Tomorrow Publishing Press, and China in Photos: Special Lectures on Changes in Food, Clothing, Housing and Transportation in 70 Years by Shandong Pictorial Publishing House. Participating in the China-Singapore Publishing Copyright Trade Forum, the group visited the Confucius Institute at Nanyang Technological University in Singapore, as well as the Singapore World Science and Technology Publishing Group and other related agencies. Ten cooperative publication intentions were reached with Singapore publishing agencies.

From June 12th to 14th, during the Shanghai Cooperation Organization Summit in Bishkek, Kyrgyzstan, the group held several events during the"Belt and Road" Book Copyright Trade Fair with Kyrgyzstan and "Shandong Culture Week," includinganew book launch for the Kyrgyz version ofGeneral Explanation of Confucius's Wordsand Explanatory Notes of Analects, 40 years: Those Unforgettable Moments - China's 40th Anniversary of Reform and Opening Up Photo Exhibition.

From June 18th to 24th, the group participated in the Seoul Book Fair and held several"Belt and Road" activities. The group also organized or participated in cooperation signing events, promoted exchanges, and visited other related companies. Shandong People's Publishing





House signed aKorean copyright export agreement of Cai Zhizhong'scomic series on traditional culture with Korea Yuyuan Media Company. Tomorrow Publishing House held a China-Korea publishing cooperation exchange meeting and a new book launch conference for the Korean version of China Intangible Cultural Heritage Picture Book Series. The group visited the Korean Small and Medium-sized Publishing Association, Korea Kenboth Publishing Group, and Korea Bookstore Federation. Twenty-four copyright export agreements and one strategic cooperation agreement were signed. Nearly 30 book copyright cooperation intentions were reached.

From July 16th to July 23rd, the group participated in the 30th Hong Kong Book Fair and held several"Belt and Road" activities in Hong Kong. In addition to on-site book sales, exhibiting publishers negotiated with Hong Kong and Taiwan publishing organizations. The event Intangible Cultural Heritage-Shadow Puppet Art Entering Hong Kong was also held. A total of two traditional copyright export agreements were signed, and 22 copyright cooperation intentions were reached.

From September 2nd to 8, the group arranged for ten publishing members and one distribution company to participate in the Moscow Book Fair. In the Shandong Publishing Group exhibition area of the Moscow Book Fair, various publishing divisionsheld multiple activities such as new book releases, copyright signings, trade negotiations, and photo exhibitions. The launch ceremony of the new book Blooming Cranberries-Memory of the Home and Country in the Private Album and the signing ceremony for the export of Russian copyright were organized. Dozens of relevant officials, experts, scholars, sinologists, and wellknown cultural figures from the Russian diplomatic community, Russia-China Friendship Association, literary and publishing circles participated in the event. The event garneredstrong responses and widespread attention in the local area. All participating publishing units and Russian publishing organizations signed 22 copyright export agreements and four copyright export intentions.

(2) New Highlights

Nishan Bookstore's"Going Global" project includes the creation of an international brand of Chinese publishing. It is an important platform for comprehensive international academic, ideological, and cultural exchange activities withon books as the primary medium. The "Going Global" project of Nishan Bookstore was selected into the list of critical national cultural export projects for 2019-2020, jointly assessed by the Ministry of Commerce, the Ministry of Publicity, the Ministry of Finance, the Ministry of Culture and Tourism, and the State Administration of Radio, Film and Television.

In 2019, Nishan Bookstores had four stores in the United States, Australia, Uganda and other countries. Up to now, Nishan Bookstore has opened 42 stores in 24 countries. More than 20,000 sets of Chinese books "go global" through Nishan Bookstore to meet overseas readers.

In 2019, the Nishan Bookstore published 15 volumes in English of China Story and the English version of Long Live Youth. The company edited ten volumes of the Spanish version of Reading Chinese Everyday; the Nishan Collection currently has 324 books on the shelves and is closely connected with Overdrive to supply e-books to more than 40,000 libraries worldwide.

(3) New Platform

All publishing companies participated in relevant international book fairs in a clear, targeted manner, further expanding the space for international cooperation and enhancing the "Going Global" communication capabilities.

The group participated in the 2nd New York Children's Book Salon from February 11th to February 15th. Tomorrow Publishing House showcased itsChinese Intangible Cultural Heritagepicture book series and spread its charm. Shandong Science and Technology Press exhibited the children's science picture book Wow! Giant Panda, and Shandong Education Publishing House's original picture book series The Apple Is Red has received great attention from many foreign publishing houses and has reached the copyright export intention in multiple languages.

Participating in the London Book Fair from March 10th to 14th, Shandong Education Publishing House and the Québec Amérique Publishing Group of Canada held a signing ceremony for the copyright export of the original picture book The Apple is Red worldwide. The group also visited the booth of Macmillan Publishing Group in the United Kingdom and had full exchanges on the adaptation, translation, publication, distribution and promotion of excellent children's education books.

In the International Children's Book Fair in Bologna, Italy from March 31st to April 6th, Tomorrow Publishing and PBI Publishing House in Indonesia reached an agreement on the copyright authorization of Sister Sunshine Science Popular Study Room (6 types) and signed a copyright export agreement. Shandong Science and Technology Press, Kyowon Education Group in South Korea, and Igloo Publishing House in the UK have discussed theNature Lesson Series Outside Home (4 types), and How Do Kittens and Kittens Call? achieved an initial copyright export intention. Shandong Literature and Art Publishing House and Lebanese Arab Science Publishing House have reached a more precise opinion on the translation preparation, publication progress and cooperation details of the Arabic edition ofMother. Shandong Education Publishing House held talks with a number of publishing houses and reached an agreement with Iran's Shabaviz Publishing House to introduce copyrights on Iran's quality picture books and children's literature.

From April 23rd to May 4th, the groupparticipated in the China Guest of Honor program at the Tehran International Book Fair in Iran. Participants negotiated with publishers from Iran, Oman, and other countries. The group signed two copyright export agreements, 17 copyright export intentions, and five copyright introduction intentions. Shandong People's Publishing House held a press conference for the new Persian version of Taishan and a press conference for Persian and English versions ofIran Impressions by Shandong Friendship Publishing House and Iran Morrigan Publishing House, and a Persian copyright export agreement for China Story signing ceremony. Shandong Education Publishing House and Iran's SHABAVIZ Publishing House reached a version trade agreement.

Participating in the Spanish International Book Fair from October 8th to October 13th, Shandong Electronics Audiovisual Publishing House conducted in-depth discussions with Spain International Union Press on the issue of copyright export on the Splendid China series and reached preliminary cooperation intentions. The Spanish Confucius Institute reached a consensus on the online video broadcasting of the Confucius University Hall series and the Splendid China series. Shandong Literature and Art Publishing House conducted indepth exchanges with Spanish EditorialesMarcialPons, and reached a preliminary cooperation intention on the copyright export of My Country History-Eight Chinese Legends of Reform and Opening-up.

October 15th to October 21st,the group participated in the Frankfurt Book Fair. Shandong Literature and Art Publishing House and TCM Publishing Company in the United States agreed on the Juan Juan series and the picture book Not all Monsters are Bad. Shandong **Education Publishing House** communicated with Yeowon Media Publishing House in the United States on picture book publishing. Shandong Science and Technology Press negotiated copyright matters with the Italian dea Group, and negotiated copyright matters with British Carlton Publishing House. Tomorrow Publishing House and Vietnam Taihe Publishing House reached a cooperation agreement on the Vietnamese copyright export of Children of the Stars and Mom is a Flower on the Ground. Shandong Pictorial Publishing House and Sino-German Education Cooperation Promotion Co., Ltd. discussed the output matters of the subject book China in Germany.

From November 6th to November 13th duringthe Venezuelan International Book Fair with China as Guest of Honor, Shandong Pictorial Publishing House held a photo exhibition titled"The 70th Anniversary of the Founding of the People's Republic of China" and the fair will present the large-scale picture albumsChina and I Love Beijing Tiananmen Square for the anniversary to President Maduro as gifts. Shandong Friendship Publishing House organized the first launch activity of the new books Essence of the Analects and Reading Chinese Everyday in Spanish and Chinese bilingual editions.

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Established in 2005, the Winshare Group has been playing a leading role in China's cultural system reform. After more than 10 years' development, it has grown into a large cultural group with increasing business performance and a total asset around 3 billion USD, which is now a pioneer of China's publishing and distribution industry.

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A History of Un-fractured Chinese Civilization in Archaeological Interpretation Author: Liu Qingzhu ISBN: 978-7-220-11551-6

A book presents an archaeological interpretation of the history of Chinese civilization. Tracing back from recent history to the distant past, it explores the breadth of Chinese civilization. Using archaeological remains and cultural relics as starting points and approaching the cultural dimension from material perspectives, it presents a panoramic view of China's civilizational continuity, together with its ideological and cultural characteristics.



The Road of Gulu Author: Chen Guo ISBN: 978-7-5455-5511-0

A documentary literary work tells the story of a small village located above the cliff along the Daduhe River's grand canyon, in Sichuan province. How hard did the villagers worked to improve the conditions of transportation and travel, achieve safe drinking water and safe electricity, and finally created a road to rural revitalization by integrating and harmonizing the development of ethnic culture and ecology.



Zhandui: A 200-Year Legend of Kangba Author: A-lai ISBN:978-7-5411-5635-9

A documentary literary work by the renowned writer A Lai, this work reveals a bellicose history and the process of ethnic integration of a small county named Zhandui, located in the Tibetan region of Province Sichuan. The local people are well-known for their toughness and intrepidity. During 200 years of Qing Dynasty (from 1730 to 1896), the Qing Emperor sent troops to subjugate the county Zhandui for seven times without any victory. How could the conflict leads to ethnic integration instead of confrontation?



Modern and Contemporary Chinese Literature: An Open Course Author: Chen Sihe, Gao Yuanbao, Zhang Xinying ISBN: 978-7-220-11581-3

A rare collaboration between China's top writers and renowned scholars, this is a rigorous selection of immortal classics of modern and contemporary Chinese literature. Ten themes of life, one hundred classical masterpieces, life from literature, insight into the classics.From "Call To Arms" by Lu Xun, "Border Town" by Shen Congwen to "Half a Lifelong Romance" by Chang Eileen, each work will be uniquely interpreted by the master writers, and only when you know what each work is about can you read it thoroughly.



The Journey of Chinese Plants Author: Creative Team of the Book ISBN: 978-7-5364-9552-4

A colorful book derived from the large plant documentary of the same name, which covers the fields of science, history, geography, culture, philosophy and other aspects, and consists of twenty to thirty kinds of Chinese plants coming from ancient times which have changed human destiny and even the whole planet. With a large number of vivid and HD pictures, it records the long process and stories of dozens of famous ancient plant species in China being discovered and spread, and then taking root, merging and growing all over the world.



"Mi Xiaoquan's School Diaries" Series Author: Bei Mao

Over 80,000,000 copies sold in China, Mi Xiaoquan's school diaries are full-color diary books created especially for elementary school students. The story is in the form of a short diary, which records Mi Xiaoquan's experiences since he started elementary school. Elementary school is very different from kindergarten, as there are desks where he has to be at all day, and homework that must be done. In short, there are all sorts of new and interesting things to do. The school days are always happy and troubled.

2021 Arts Bridge: Focus and Distraction

🖌 By Yang Guíshan

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On August 11, 2020, the "The Arts Bridge" project of Guangxi Normal University Publishing House held the "2021 Series" press conference and art design forum. This is also the fourth year of rapid development of the Arts Bridge project.

At the press conference, Mr. James Smith, CEO of the ACC Art Books UK, online announced the winners of the Arts Bridge 2021 Series:

• Artist of the Year: Leng Bingbing

• Designer of the Year: Architect Patrik Schumacher

• Honor of the Year: Writer Jin Yucheng

 Production of the Year: Xu Weiguo, professor of School of Architecture at Tsinghua University& DADA digital architecture;

• Folk Art of the Year: Japanese bamboo weaving artist Chiku'unsai IV Tanabe.

The annual series of the Arts Bridge project continues to expand its influence, and more and more influential artists are paying attention to and joining this project. At the same time, the project has introduced more awards year by year. For example, the "Folk Art of the



Year" award was launched for the first time this year.

The Annual Series is one of the important parts of the Arts Bridge project, which is based on publication, highlights influential and representative artists, designers, manufacturers and artistic phenomena worldwide. Its awards include the artist of the year, the designer of the year, the honor of the year, the manufacturer of the year, the folk art of the year, the collection of the year, the rising star of the year, and others. It exhibits at the Shanghai Book Fair, the Beijing International Book Fair (BIBF), the London Book Fair, the Frankfurt Book Fair, and the Shanghai Art Fair. At the same time, the Arts Bridge project also plans forums, salons and other

events to carry out international communication and exchanges.

Focus and distraction are the propositions that artists generally pay attention to in this forum. Art and design can be seen as a pilgrimage. Although it is not uncommon, it is also a grand occasion. This growing enthusiasm is distracted by the torrent of vision, drifting with the flow, and drifting away. The artists behind the outstanding works are strangers to the hurried viewers; to understand the subtleties of art and design depends on long-term focus, concentration, and meditation.

Concentration seems to be the common trait of every artist who joins the Arts Bridge project. Although their personalities are very different, they are equally talented when they are creating art. At the same time, in the evolution of their works over decades, we have seen temptations, confrontations, struggles, and even tears. They refuse to repeat, resist immutability, and even break the balance, change their styles, and start over. In this process, each of their choices—persistence and surrender, change has no preset direction and is as charming as a mystery.

The Arts Bridge is a platform for Chinese and Western cultures to dance together. In today's uncertain era, in an era of major challenges facing globalization, art can play a precious role in communicating across cultural barriers. Here, Chinese and foreign artists, designers, and readers use publishing and books to understand each other, and use new technologies and languages such as art and design for dialogue and communication. The Arts Bridge hopes that this stage can attract more outstanding Chinese and Western artists and designers to work together to break through the boundaries and create more expression opportunities and greater development space for each other.



Author: Shen Congwen Edited by: Zhang xinying Page:344 Price:RMB 69

ISBN: 978-7-5598-1773-0

The Collected Poems of Shen Congwen

Consisting of 73 pieces written from 1925 to 1980, this is the first collection of poems by one of the most important Chinese writers.



Author: Linghu Lei

Edited by: Zhang Quan,

Tong Jiaxi, etc. Pages: 392

Price: RMB 128

ISBN :978-7-5598-1960-4

PURE LIGHT IN HAND: a Journey to Chinese Folk Art

The book introduces in detail dozens of exquisite craftsmanship in Jiangnan and western China, and deeply excavates the spiritual world of their ancestors for thousands of years. The theme of this book is to explore, look back, salute and spread China's excellent traditional culture and spirit of the times, leads readers to under stand the inherent beauty of China and the lasting value of culture.



Author:Huang Yongyu Pages:456 Price:RMB 380 ISBN :978-7-5598-3087-6

Into the Wood: The Art of Huang Yongyu's Printmaking

This book, Into the Wood: The Art of Huang Yongyu's Printmaking, includes more than 400 works created in different periods of the 20th century, which were selected by the artist personally. It is not only a comprehensive display of his printmaking achievements, but also enriches the readers' understanding of the history of modern Chinese printmaking, and promotes the scholars' research The beauty and brilliance of these works will be sustained forever.

Author:Chen Xin

Price: RMB 59.8

ISBN: 978-7-5598-2384-7

Page: 385



Glory on the Cloud

Glory on the Cloud is a long reportage that comprehensively, objectively and truly presents the decisive course of poverty alleviation in Tibet Autonomous Region of China. By December 2019, Tibet Autonomous Region government has lifted all 74 counties (districts) out of poverty. With vivid stories, this book shows China's great feat of getting rid of absolute poverty and realizing a well-off society in an all-round way.



Author:Ling Lan Pages: 366

Price: RMB 65

ISBN:978-7-5598-0811-0

RIPTIDE

Riptide is a collection of short stories by Chinese American writer Ling Lan. It is based on the immigrant lives of Chinese students in the United States over the past 20 years. Here, the novels are marked with characteristics of hometown and foreign land, and both have realistic details and dramatic tension.



Author:: Zhu Ying Pages: 272

Price: RMB 68

ISBN:978-7-5495-5181-1

The Beauty of the 24 Solar Terms in the Taste of **Chinese Traditional Food**

The artist Zhu Ying made traditional snacks in accordance with the ancient methods in each seasons, such as ming cake at the Beginning of Spring, qingtuan on the Qingming festival Day, rice dumplings on the Dragon Boat festival, etc. While she also created paintings and calligraphic related to the 24 solar terms to accompany those delicacies. Her artistic creation inherits the traditionally seasonal culture, passes on the traditional snacks and sense of ritual that are forgotten day by day, delivers the essence of Chinese aesthetics of life, and provides a gentle nourishment for our minds that are exhausted by the fast-paced modern life.



Author: Hei Tao Page: 288 Price:RMB 45

ISBN: 978-7-5598-2384-7

Sceneries of China

This book is a collection of essays by writer Hei Tao, which mainly expresses the cultural perception of a cultural practitioner walking on the motherland.



Page: 336 Price: RMB 49 ISBN:

Author:Mao Xiaowen

978-7-5598-0563-8

Phenonmenon of Dust--a World of Collection

This is an easy book. It has nine chapters which do not have strict logic between them. Stoles from history and written notes were collected into this book, dealing with the cities in Middle Ages, ancient education, people's emotion and their marriage, the life in the palaces of noble men, the ancient law, the religious life, the ancient business and the detailed history of the formation of the theory of aesthetics and psychology and religion in people.



Page: 444

Author: Qiu Zhijie

Price: RMB 99.8

ISBN: 978-7-5598-2122-5

Portraits of The Roles of Jinling Theatre

Exploring the cryptic gene of Chinese culture and deducing the script of historical reincarnation. A trinity of genius, combining prose, painting and Chinese calligraphy in one text, which builds an indefinable interdisciplinary work between the contemporary Chinese literature and the contemporary art.



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《熊猫日记》Panda's Diary

Writen by Yang Hongying, a famous Chinese writer of children's literature, "Panda's Diary" is a series of enlightenment picture books specially designed for preschool children. The hero of the story is a Chinese giant panda named Mimi. Panda Mimi discovers the beauty and secret of the nature in the four seasons, increasing his knowledge and improving his ability to survive.

《不可思议的科学魔法书》 Fun Incredible Magic Science Set

This Fun Incredible Magic Science Set consists of 2 books and a lab equipment package. With 27 science experiments covering 7 subjects, the 36-page-books contain hundreds of pop-up details and vivid humorous comic plots, as well as clear experiment guides and theory.





《邮印》Footprints

Created by renowned children's author Xue Tao and renowned artist Yu Rong, this picture book uses a combination of traditional Chinese paper-cutting and pencil line drawings to express the children's deep longing for affection and a complete family.



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