

New Imprints Finding Way Out of Price War Dilemma

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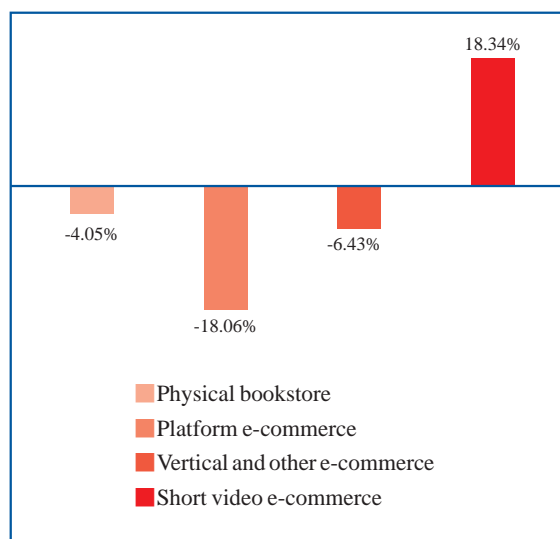
China's Book Market in the First Half of 2024

According to the data from Beijing OpenBook Co., Ltd., in the first half of 2024, the overall retail market in China continued to experience negative growth, and the "heavily discounted price war" continued. It has become common for publishing houses to rely on multi-channel sales. The trend of best-sellers is shifting from mass appeal to niche markets, with varied rankings in different retail channels.

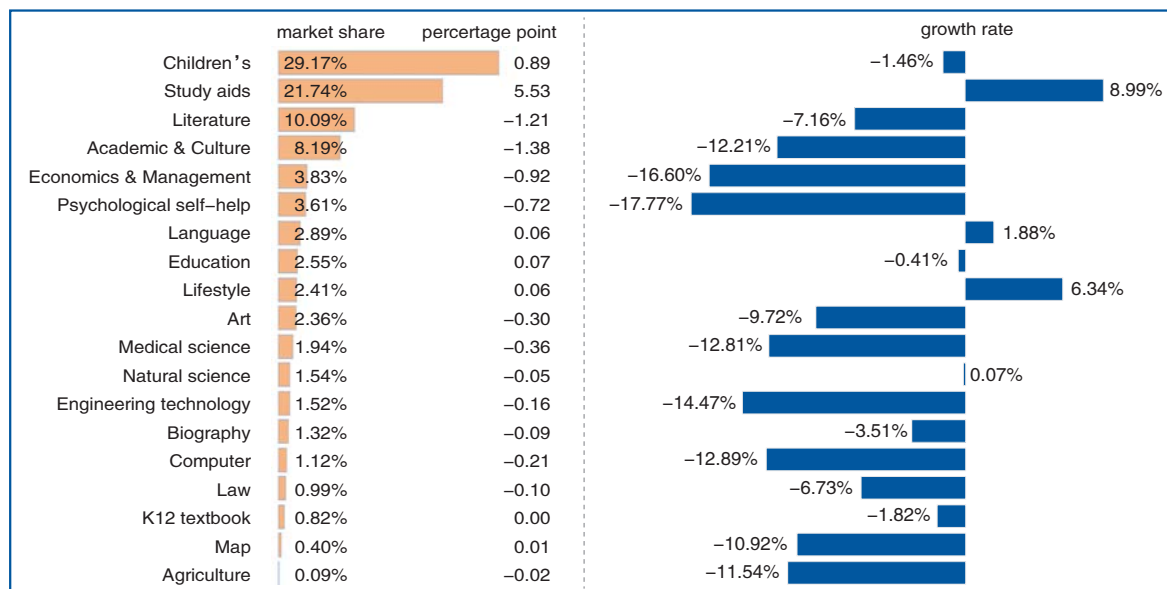
Year-on-year growth rate of the print sales value by the list price of China's book retail market in the first half of 2024:

-6.20%

Year-on-year growth rate of China's re-tail book market across various channels:



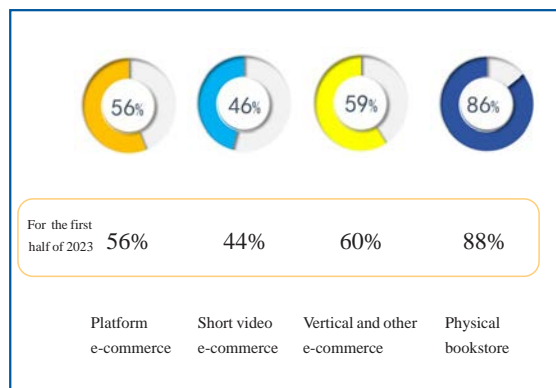
Highlights of different book categories



Children's books have the highest proportion, while Study aids books have the largest year-on-year increase in market share (percentage of market share in sales by market value).

Study aids, Lifestyle, Language, and Natural science books have achieved counter-trend growth in sales revenue by the list price.

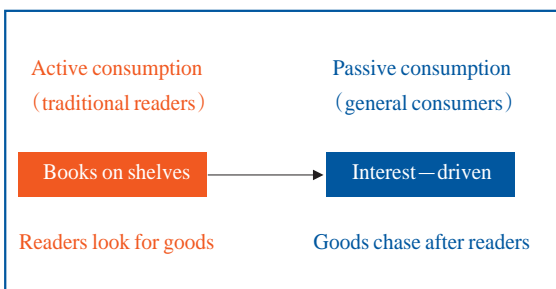
Book discount rates for different channels:



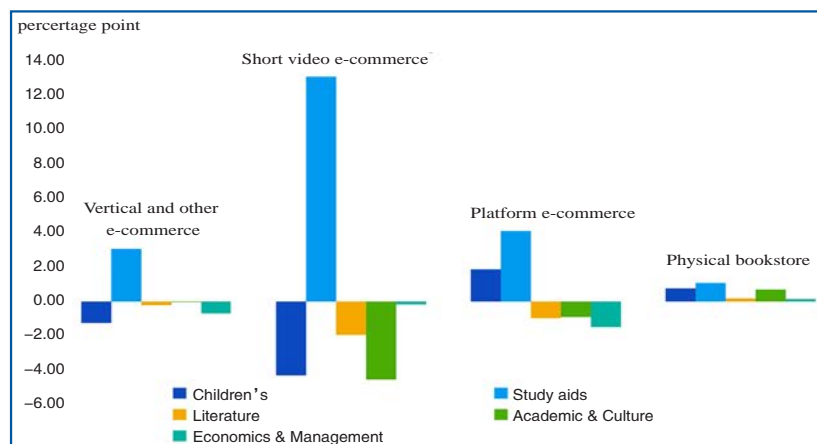
Retail platforms compete with low prices and offer discounts to attract readers' attention, while short video e-commerce channel owns the lowest discounts.

Book buyers and reasons for purchase differentiated by retail channel evolution:

There are more and more types of e-commerce platforms such as vertical e-commerce, platform e-commerce, content e-commerce, interest e-commerce, and community e-commerce, with different user profiles on different platforms.



Year-on-year changes in the proportion of the top 5 sub-categories in retail across different channels



Hit and best-selling trends



I Am A Cat



Travel Afar from Home at Age Eighteen



Children's Favourite Comic Book: Murphy's Law



Shanxi Treasure Hunt

① Different sales logic shows different characteristics of bestseller lists. In the list of fictional books, "books on shelves" has more classic books, "interest-driven" prefer public domain books.



My Altay

② The recent hit TV series *To the Wonder* aroused wide attention, leading to a surge in the sales of its book *My Altay*.

③ The trend of "manga +" continues, with book themes relating to Murphy's Law, psychology, think tank, legal enlightenment, etc.



New Quality Productivity



Fusion of Data and Reality

④ Keywords such as "new quality productivity", "company wealth and management", and "emotional value" attract attention widely.

Education Publisher Strives to Be Active, Adaptive and Innovative

■ Tan Fangzheng (Editor-in-Chief of HEP) □ Qu Jingfan

□ The year 2024 marks the 70th anniversary of the establishment of Higher Education Press (HEP). Reflecting on these 70 years, what key experience do you think HEP has learned from its successful adaptation to market changes at different historical stages?

■ Summarizing the 70-year development of HEP, we recognize several key experience.

We must be firmly rooted in education, advance academic development, enrich cultural heritage, and serve the society. We acknowledge “the top priorities of the country”, focus on the fundamental task of “fostering virtue through education”, and provide robust support for education.

We must always look at the big picture, value talent, emphasize quality, and prioritize research. We uphold the red gene and fine tradition, and continuously enhance the radiation and influence of HEP as a brand.

We must firmly stand at the forefront of the tide, uphold fundamental principles and break new ground, advance steadily while ensuring stability, and be open and inclusive. We proactively embrace new technologies, develop new quality productive forces, actively pursue international cooperation, promote cultural exchanges and knowledge sharing between China and foreign countries, coordinate development and security, strengthen ideological and cyber-security positions, and drive the high-quality development of our mission.

□ Educational publishing, particularly in higher education, is facing significant challenges of transformation to digital textbooks. What are the main strategies for developing digital textbooks?

■ The main strategies of the HEP for developing digital textbooks are as follows: Firstly, prioritizing scientific research to strengthen the top-level research on digital textbooks. We focus on the creation, compilation, utilization, and administration of digital textbooks, reinforcing both theoretical and practical research to deepen our understanding of the principles governing digital textbook development. Secondly, embracing a technology-driven approach to enhance the efficacy of digital textbook publishing. Leveraging cutting-edge technologies such as artificial intelligence (AI), big data, and blockchain, we accelerate the research and development of vertical large models in the field of education to create intelligent assistants for various roles. Thirdly, focusing on practical applications to accelerate the development of a digital textbook ecosystem. We integrate and optimize the effectiveness of various national education digital platforms developed and operated by HEP to build an intelligent, efficient, diversified, and integrated digital textbook ecosystem. Fourthly, broadening global horizons to boost exports and exchanges of digital textbooks. We strive to enhance the international dissemination and influence of digital textbooks, offering Chinese wisdom and solutions to support the inclusive development of global education.

□ Have you created some popular textbooks that have been well received by the market and effectively meet the instructional needs of teachers and students? What key efforts have been undertaken in the process of textbook compilation and development? Additionally, what positive and effective learning and assessment tools have been developed to support instruction?

■ HEP has gained momentum and laid a foundation for the leapfrog development of digital textbooks from



Tan Fangzheng

the dimensions of development concept, organizational system, and technical support. Efforts have been focused on three aspects. Firstly, establishing a robust strategic foundation. We have prioritized digital textbook development as a cornerstone of our business transformation and growth, scaled up the creation of digital and intelligent textbooks, accelerating the establishment of a comprehensive publishing ecosystem that includes textbook publishing, knowledge services, and a data service complex. This ecosystem is characterized by leading content, advanced technologies, diversified services, and strong support, contributing significantly to the national education digitalization strategic action. Secondly, restructuring the organizational system. Focusing on advancing changes in the paradigm of educational publishing, we have restructured the digital business segment, established an organizational system, business process, and talent team adapted to digital textbook title selection and R&D, editing and publishing, dissemination and promotion, and operation services, and continuously carried out training on AI, digital publishing and other topics at various levels. These efforts have enhanced the digital literacy and capabilities of the staff of the whole press, providing solid support for the rapid advancement of digital textbooks. Thirdly, activating the technological engine. Leveraging cutting-edge technologies such as AI, big data, and blockchain, we have accelerated our efforts in the emerging field of digital textbook development, promoted the research and development of vertical large models in the field of education, and created intelligent agents such as intelligent creation and compilation assistants for authors, intelligent review and proofreading assistants for editors, intelligent instruction assistants for teachers, and intelligent learning companion assistants for learners. This has led to the formation of an intelligent, efficient, diversified, and integrated digital textbooks ecosystem.

Currently, we are well established in terms of the scale and quality of digital textbook development in the field of higher education and vocational training. Throughout the process of digital textbook development, digital textbook compilation and development is a significant innovation in educational publishing. It requires publishers to actively embrace new technologies, adapt to new changes in educational and instructional reforms as well as talent cultivation modes, create a brand-new publishing paradigm for textbooks, and foster a new ecosystem for the development of digital textbooks.

Therefore, the digital textbook development at HEP is not the creation of just one product or one unit. We place a strong emphasis on collaborative innovation. Under the guidance of the superior unit, we have led the establishment of the Higher Education Digital Textbook Inno-

vation and Development Alliance, gathering hundreds of publishers, research institutes, and technology enterprises to carry out theoretical research, standards formulation, platform development, and other fundamental work on digital textbooks. Our efforts have fostered a consensus on digital textbook development and led to the creation of an intelligent, efficient, diverse, and integrated ecosystem for digital textbooks.

□ New technology is a double-edged sword. What are the strategies of HEP to respond to AI? What AI-related policies and rules are in place?

■ HEP is actively leveraging generative AI technology to develop large models and intelligent agents for disciplines. Our response strategies include:

Strengthening the coordination of design and planning. In order to develop digital textbooks, we have strengthened and reinforced Higher Education Electronic Audio-Visual Press. With a primary focus on delivering more high-quality online education services, we have established a digital company by integrating the core strengths of higher education, vocational education, and teacher development.

Strengthening the development of a digital base. By leveraging the data management platform and utilizing the varied data of HEP, we have pre-trained the H0 education-specific multimodal large model, fine-tuned the H1 discipline large model and the publishing large model, and developed the H2 scenario large model applications.

Actively exploring educational applications. We have launched several innovative platforms, including the intelligent proofreading platform *Zhijiao Yunzhou*, the digital textbook creation and compilation platform *Yunchuang*, etc.

Promoting integrated innovation in publishing. By integrating AI technology with the Smart Education of China Vocational Education and Higher Education platforms operated by HEP, we have redefined our products and services. We have incorporated AI capabilities in textbook apps to support students in effectively utilizing both traditional and digital products published by HEP.

We are formulating AI-related policies and rules based on the following three perspectives:

Content quality and security. We will establish educational content generation standards to ensure the compliance and security of AI-generated texts, images, videos, and other content in terms of content quality, discipline quality, values, and moral principles. We will develop AI assessment sets based on disciplines to assess and identify the emotion, tendency, credibility, and compliance of the content produced by the large models that are used in the education field.

Intellectual property protection. We will clarify intellectual property agreements, enhance communication with authors and other parties, and ensure the secure use of the content owned by HEP for training and fine-tuning of large models. We will comply with relevant laws, regulations, and industry practices to clearly define the ownership of intellectual properties, and clarify the ownership of intellectual property rights of AI-generated content as well as the scope of authorization.

Data security and privacy protection. For data collection, storage, and use involved in AI applications, we will implement strict policies on data security and privacy protection to safeguard the information security of users and related parties.

Stay Ahead Through Innovation and Optimization

■ Chen Juan (Under Secretary of CPC Party Committee of TUP) Sun Yu (Deputy General Editor of TUP) □ Qu Jingfan

□ Could you talk about how is the business going at Tsinghua University Press (TUP)? How did you adapt in an increasingly competitive market environment?

■ Over the past two years, TUP has achieved steady growth across key areas including computer science, economics and management, despite intense market competition. This success is driven by continuous innovation in content acquisition strategies and process optimization. Notably, TUP has emerged as the leading player in China's computer science textbooks market, publishing high-quality textbooks and trade titles, such as *Machine Learning* (《机器学习》) written by Zhou Zhihua, which boasted a sales of over 730,000 copies. In the fields of economics, management, humanities and social sciences, TUP has conducted extensive research into market trends and reader preferences. This approach has led to the release of numerous bestsellers, significantly boosting sales and influence of our writers in these domains. A prime example is *From Coincidence to Creativity: Huawei's R&D Investment and Management Practice* (《从偶然到必然》) written by Xia Zhongyi, which has sold over 150,000 copies.

TUP has implemented strategic measures to ensure ongoing growth. Firstly, adapt brand image to engage young readers. The TUP team dedicates substantial resources to ensure that our products are designed and marketed in a modern, appealing, and accessible manner that resonates with the voice of the new era. Additionally, we strive to provide value-added services to earn the trust and loyalty of our readers. Secondly, integrate new technologies. TUP has made significant investments in enhanced publications and effectively leveraged digital resources to meet readers' diverse demands for high-quality content. Thirdly, place a strong emphasis on international cooperation. TUP has worked diligently to strengthen partnerships with renowned international publishers and expand its global market presence through copyright trade.

□ What are TUP's main strategies for developing digital textbooks in this increasingly digital era?

■ TUP has been actively exploring the digital textbook market. Although digital textbooks currently bring in a small portion of our revenue compared to traditional print versions, we've leveraged our expertise in digital publishing to introduce innovative solutions to enhance reading experience, such as QR codes and e-book platform. These innovations have significantly streamlined our publishing process without disrupting authors' writing routines or altering our standard workflows. Currently, the Audio-visual Electronic and Digital Publishing Branch at TUP spearheads the creation of purely digital textbooks and leads the development of the necessary technologies, processes, and systems. Meanwhile, other branches focus on publishing hybrid print + digital textbooks and integrating digital features to enhance the existing print titles. Moving forward, TUP plans to publish high-quality digital textbooks centered around key subjects, classic print textbooks, and works by renowned authors, exploring how to integrate advanced technologies such as AI and knowledge graphs in a prudent manner. One of digital textbooks published by TUP, *Introduction to AI* (《人工智能导论》) utilized comprehensive formula conversion technology to overcome the challenges of typesetting and displaying complex formulas. The use of AI review and AI typesetting enabled us to complete the production process in just one month.

□ What proportion of TUP's business is dedicated to



Chen Juan

Sun Yu

vocational education publishing? How does the press contribute to easing employment pressures and helping universities, vocational schools, teachers, and graduates better meet the corporate needs?

■ As a cornerstone of TUP's textbook brand, vocational education textbooks account for over 10% of the annual sales volume. Building on TUP's established strengths in professional textbook publishing, the Vocational Education Branch (VEB) focuses on developing key subject areas. This includes strengthening the publication of innovative textbooks in STEM and humanities fields. The high quality of these textbooks has earned widespread recognition from colleges and universities nationwide. TUP ranks high among domestic publishers, with some vocational education titles selling more than 30,000 copies within 12 months.

Embracing AI as a catalyst for educational reform and development has become a priority. Tsinghua University is at the forefront of integrating AI into its programs. TUP has assembled a team of AI experts from Tsinghua University to develop innovative textbooks for AI general courses, which are written from a broad scientific perspective. One standout example is *Illustrated Introduction to Artificial Intelligence* (《图解人工智能》), with a comprehensive knowledge framework, rich supplementary materials, clear diagrams, and elegant design, has garnered significant public interest. TUP's textbooks are among the first to offer course materials and video resources, which have been downloaded by over 800 colleges and universities worldwide.

TUP has engaged with and consolidated the outcomes of educational reforms from leading vocational colleges. The publication of innovative textbooks, such as *Enhance Skills in Utilizing Generative Artificial Intelligence* (《生成式人工智能素养》) by Zeng Wenchuan, President of Guangdong Institute of Science and Technology, and *Fundamentals of Information Technology* (《信息技术基础》) by the Tan Xu team from Shenzhen Institute of Information Technology, has accelerated the development of high-quality AI programs on campus. Based on this momentum, TUP continues to fortify its efforts under the belief that constant innovation remains crucial to maintaining an unparalleled competitive edge. The success of its exemplary vocational education textbooks hinges on top-tier authors who have a clear understanding of the trends in vocational education.

□ What are TUP's advantages in academic journal publishing? And what are the accomplishments in promoting digital platforms and open access?

■ A hallmark of TUP's "going global" strategy is its commitment to tracking the frontiers of global academic research, responding to the needs of major national strategies, highlighting the contributions of Chinese scholars in addressing global issues, and facilitating the swift dissemination and exchange of knowledge through the international and digital operations of high-quality English-language journals.

According to the 2023 Annual Report for Internation-

al Citation of Chinese Academic Journals, eight journals published by TUP have been selected as the "Most Internationally Influential Academic Journals in China". Four of them have been successfully upgraded to the "Most Internationally Influential Academic Journals in China" this year. The shift in the rankings of these journals demonstrates a rapid rise in the academic influence of TUP's English STEM journals, which has been acknowledged by the scholarly community.

Notably, TUP independently developed SciOpen, an international digital publishing platform for STEM journals in 2021-2022. SciOpen aims to embrace open science and lead global innovation. Gaining insights into a more open and intelligent future in STEM publishing, SciOpen is committed to developing superior content, enhancing service features, and expanding international reach to establish an open and innovative ecosystem. Launched in June 2022, at present SciOpen hosts 81 academic journals and over 23,000 STEM articles, attracting users from more than 180 countries and regions worldwide, with a cumulative total of 10,080,000 article views.

□ What are the new achievements and experiences of TUP in terms of collaboration with international counterparts?

■ TUP is a staunch advocate of promoting cross-border dialogue and endorses content that celebrates cultural diversity. In terms of copyright trade, this year we have published and distributed 11 English monographs globally through collaboration with renowned publishers such as Springer Nature and Elsevier. Additionally, seven exquisite culture-themed books have reached readers in Thailand, Vietnam, Japan, and other Belt and Road countries. Notably, the publication of *Handbook of Port Machinery*, a 2,000-page tome with the collaborative effort of dozens of experts, demonstrates TUP's strength in managing large-scale projects and reflects our increasing global influence. Furthermore, the Chinese version of *Deep Space Communication*—a monograph authored by one of the most authoritative institutions in the aerospace field, NASA's Jet Propulsion Laboratory (JPL)—was published by TUP, exemplifies TUP's ongoing commitment to introducing cutting-edge achievements and concepts to Chinese readers.

□ New technology is a double-edged sword. What is TUP's AI strategy? What AI-related policies and regulations have been formulated?

■ The publishing industry continues to explore the potential of AI, with mature tools and specific application scenario yet to emerge. In April 2024, TUP initiated the "AI Empowering Publishing" workshop to identify practical applications of AI within the industry and to uncover AI solutions that can be effectively integrated into TUP's operations.

The workshop focuses on the entire publishing workflow, exploring how AI can enhance core business activities in six key areas: Content Acquisition, Writing, Editing and Proofreading, Marketing and Distribution, Process Management, and New Product Development. 77 employees from TUP have participated in the initiative, experimenting with AI tools in their respective roles.

To date, the workshop has produced tangible outcomes in the areas of book + AI empowerment, AI-enhanced digital textbooks, and AI-assisted proofreading. Moving forward, TUP plans to implement supportive policies regarding staffing, funding, and operational frameworks to ensure the successful adoption of AI technologies.

Anticipating the Trend of Reading, Build a High-quality Lightweight Imprint

■ Han Zhi (Founder and CEO of Unread & Light Reading)

□ Qu Jingfan

□ The trade book market of China has suffered a lot from price wars in recent years due to shoppable videos and live commerce. Since you founded Unread, you have tried various new paths, such as WeChat official accounts, Unread flagship store APP, the development of merchandise, and the launch of the "Light Reading Library" in January this year. What kind of experience have all these innovations brought to you?

■ Our innovation firstly comes from our brand gene. From the day Unread was born, it was destined to go off the beaten path, and the spirit of adventure and exploration has always been the spiritual core of Unread. You can see this from the products we have made, the activities we have planned, and even our crew. Secondly, from a business perspective, innovation is the way for Unread to survive. In our market, the iterative cycle of books is getting shorter and shorter, not to mention that the only two things we can rely on are the mass market and the readers who are still willing to pay for the books. Therefore, if we don't take the initiative to innovate, we will probably be forgotten by the readers and will be kicked out of the market. So looking back on the past decade, although the cost of trial and error is extremely high, innovation is still the source of power that drives the continued growth of a company and a brand like us. Let alone it is also the essentiality of the cultural and creative industry itself.

□ Light Reading Library has initiated a new business model of no discounts and physical bookstore premieres. Since the launch of this brand, what is the status of your original vision, current product development, channel cooperation and market's feedback? Do you have a "benchmark" in mind for this cultural brand? What is your future business plan for the brand? For all the sub-categories in it (Q Library, T Library, N Library, C Library, and π Library), do you think there is any experience to share with Unread in terms of attracting new readers?

■ I have always defined Light Reading as an experiment. But I didn't choose to launch a Light Reading Library on a whim. I put all the 10 years of experience from Unread into a new brand, and I spent three years working out the details before I started, and then took more than half a year testing the format and paper.

When I talked with young people, I often felt that the generation gap is everywhere, and it is difficult to form a consensus with them on hobbies, interests, or viewpoints. But talking about reading is the easiest to find a common topic between us. I think young people have a natural affinity for books. In terms that reading is a process that requires slow progression between stages, the books our market can provide is limited. It is such a shame, so I have been thinking: well, is it possible for us to make a reading brand for Gen-Z? When considering the brand's "attributes" in relation to the current consumption trends of young people, lightweight became the first choice—lightweight in brand proposition, product form, and content.

By the way, we are not positioning Light Reading as teenager's books, but we can make the book very vivid and youthful, and even attract adults' attention and reading interest. That's why we don't have an age limit on readership in Light Reading. It can be

very rich in the range of subjects, as well as being layered within the brand.

For now, we have released series of libraries, each with a different positioning. In the future, the libraries will become more and more diverse, eventually erasing the age boundary and leaving only a touch of youthful as its eternal quality. When the readers have built up their own system of reading, with an advanced reading ability, needing more in-depth, systematic perspective and content, they can switch to our Unread for advanced reading to meet their further needs.

Since the 10 books of Season 1 of Light Reading Library have launched in January 2024, we have reprinted them all so far. The following 13 books of Season 2 are mainly from N Library and π Library, also received excellent feedback from our readers. At present, all the books of Light Reading Library have a sales rate of more than 80%. Besides, Light Reading Library is mainly sold in physical bookstores, with the offline channel accounting for 95% of the circulation. On the contrary, the mainstream of trade book market in China now relies heavily on online channels.

In terms of future business plans, I hope Light Reading Library will become a cultural trendy brand for Gen-Z. This seems to be a big ambition, but I see it more like a good start.

□ What technical solution has Light Reading Library found to deal with the price-breaking and piracy? What are your experiences in member operations?

■ Light Reading Library Member is operated on a mini-program that we independently developed on Wechat. We have used the one-to-one code technology that could provide a one-stop solution to all matters about member service and easily give members more benefits and rights.

We have currently realized several functions. First, member points and points mall. Every product (books and merchandise) in Light Reading Library is equipped with a QR code. No matter where the reader buys it, he can get points benefits by scanning the code and enter the membership system. After that, he can redeem points from goods of different values in the points mall of the member mini-program. Secondly, there is a "Nearby Bookstore" function in the mini-program that could give a list of nearby bookstores we cooperated to sell books of Light Reading Library. Readers could directly navigate to these bookstores via the WeChat positioning function. Last but not least, we have also launched an activity that can earn points by checking in at the bookstore to attract more readers to consume in offline bookstores. In addition, the member point code can avoid piracy. If a member buys a new book from any unofficial cooperative channel, there is no point card attached to the book or the point code has been collected, then it is a pirated book.

□ How does Light Reading Library achieve low price and good quality in terms of cost control? How to find good content that is suitable for Light Reading Library while guaranteeing the feel and texture of the book? Please share your experience in this regard.

■ Product competition relies on scientific and systematic pricing strategies, and cost is the key to determine the price of books. Compared with other books,



Han Zhi

the Light Reading Library focuses on "affordable" and "small format". So we have to "calculate carefully" in every link before books reach to the hands of readers, including content copyright, paper selection, printing technology, publicity and distribution. It is not easy to strictly control costs and give benefits to readers on the basis of ensuring quality.

Let's start with the physical texture of the books. All books in the Light Reading Library use the 32K slender format like Japanese shinshoban (means paperback pocket edition), 70g correst grain wood-free paper and the average weight of each book does not exceed 250g. The paper is soft with a gentle color, moderate font size and spacing to meet readers' eye protection needs. Readers will find that it is not only thin and short, but also very soft. If you hold it for a while, you may feel a little warmth and psychological comfort.

In addition, to strengthen a lightweight reading brand, you not only need a form to support it, but also ensure the content is lightweight enough to withstand the test of the market. Therefore, our biggest challenge is how to find enough and high-quality light content. "Write a thin book" means explaining the subject matter clearly in concise language, so that readers can easily pick the fruits of knowledge and enjoy the ease of reading. This also requires careful planning. The consumption environment is changing towards "lightweight". People want to live a better "relaxing" life, and books must also follow this trend. Therefore, we proposed "reading should also be relaxing". Furthermore, we must also conform to readers' "fragmented" and "fast" reading habits. This will be a further test of ability of the author and the editor.

□ This year marks the 10th anniversary of the Unread. Please talk about how Unread differentiates itself from the Light Reading, and what unique experiences you have in segmenting the target readership and building the brand? What are your expectations for the future of Unread?

■ Light Reading Library is a completely independent brand, which is parallel to Unread. The sub-categories matrix of Unread was born at the same time as UnRead. Because you need to weigh whether to make the book or not, and limit yourself in the direction first. Facts have proved that the path planning of these product directions has highlighted the integrity of the UnRead brand.

As a brand that has just turned ten years old, my biggest expectation for the future is, of course, there will be another ten years, and more ten years. Although there are many factors that are not subject to our subjective will. For readers of Unread, they will also "update and replace". If we only do things like "carving a boat to find a sword", we will get further and further away from young readers. Therefore, foreseeing the reading trends for three, five, or even longer years in advance is the biggest challenge for "Unread Books, Unexplored Journeys".

Chinese Comics: Embracing Traditional Culture and High-Quality IP

By Wei Ke

As a universal “language” of international cultural exchange, comics convey rich emotions and ideas through their unique artistic expression and distinct visual elements, becoming a shared medium for readers worldwide. In recent years, the Chinese comic publishing industry has seen rapid growth. Major publishing companies and comic platforms have simultaneously focused on “introducing” and “creating” original content, leading to the publication of a series of outstanding works. According to the *2023 Annual Report on the Book Retail Market* released by Beijing Open-Book, the trend of “comics+” became an important content display mode in 2023, with a significant emergence of new comic works for both adults and children covering various themes. At the same time, Chinese comic publishing companies have strengthened collaborations with overseas counterparts, bringing a substantial number of Chinese original comic works onto the global stage.

The Rise of Chinese Original Comics



Kuaikan Comics is one of the first platforms in China to venture into the global comic market, with its first comic work published in South Korea as early as 2015. According to the platform’s data, Kuaikan now has over 340 million users, with 120,000 creators and more than 11,000 comic works. The platform has

licensed 504 works for overseas distribution, ranking among the top sellers on major comic platforms in Southeast Asia, Europe, and the United States. Kuaikan’s founder, Chen Anni, compares comics to “technological chips” that carry a nation’s culture and values. She hopes to promote more excellent Chinese comics worldwide through the platform’s internationalization.

Tianwen Kadokawa is a joint venture under Tianwen Animation, a subsidiary of Hunan Juvenile & Children’s Publishing House. Tianwen Kadokawa focuses on nurturing domestic comic artists, creators, and editors. Together, they develop products such as light novels, comics, and youth fashion readings, as well as films, TV programs, and new media content. According to Luo Liujun, deputy general manager of Tianwen Animation, their “X-Venture” series of science comics has sold over 10 million copies across Asia. The full-color pages, rich in detail, help children broaden their knowledge and horizons. Data shows that in 2023 alone, Tianwen Kadokawa published 40 comic titles, ranking top among comic publishing institutions.

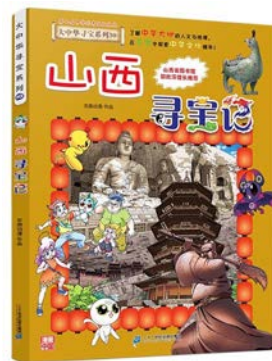
Cheng Ji, director of the Beijing Editorial Office of Sichuan Children’s Publishing House, stated that the company has adhered to its distinct characteristics and positioning in recent years, publishing a range of best-selling comic books. These are broadly categorized into two types. The first one includes works based on various high-quality IPs, such as the popular original literary figure “Mi Xiaoquan” and internationally popular animated characters like “Ultraman” and “Catch!

Teenieping”. The second features traditional culture-themed works such as *A Comic View of History* (《漫眼看历史》), *Comics on National Treasures* (《漫话国宝》), and *The Legend of Young Su Dongpo* (《少年苏东坡传奇》). Many of these books achieve monthly sales exceeding 10,000 copies, with titles like *Mi Xiaoquan’s Comic Idioms* (《米小圈漫画成语》) and *A Comic View of History* remaining perennial bestsellers.

Cheng believes that the continued growth of children’s comics in the Chinese market partly thanks to their ability to meet children’s psychological entertainment needs. Additionally, it is easy for comics to combine with cultural, psychological, educational, and encyclopedic content, building a bridge between parents’ expectations and children’s interests. Speaking of content, Cheng highlights the role of comics in shaping children’s minds. He asserts that outstanding comic books must first be excellent by nature, offering healthy content that benefits children, so as to relieve their stress, boost their spirits and provide new knowledge and inspiration. Publishers should not be swayed by market factors, as publishing comic books that lack useful substance could lead to long-term issues.

Since 2012, 21st Century Publishing House has developed the *Great China Treasure Hunt* series, publishing 31 books in the series to date. In August 2024, the latest installment, *The Jilin Treasure Hunt* (《吉林寻宝记》), was released with an initial print run of one million copies. The series has collectively sold 78 million copies. Its author, Taiwan-based comic artist Sun Jiayu, aims to showcase China’s stunning landscapes, rich resources, and cultural customs through comics. These works not only disseminate geographical, historical, and scientific knowledge, but also help children learn about their homeland and cultivate their patriotism. “We consulted a large number of documents and spent considerable time conducting field research to present China’s human geography authentically to readers,” said Sun.

Focusing on Traditional Culture and Creating Influential IPs



Comic publishing companies should draw inspiration from traditional Chinese culture. Li Kunwu, a renowned comic artist from Yunnan, is one of China’s leading comic artists, with a large overseas readership. His works have been published in over ten countries, including the United

Kingdom, France, Italy, and South Korea, and have been especially well-received in French-speaking countries and regions. Li attributes his success abroad to his focus on China’s rich traditional culture. “Many overseas readers are eager to learn about China, and my works are highly intelligible to readers globally, because they integrate traditional Chinese painting techniques with popular Western graphic novel styles and comic storyboard style.”

Renowned comic artist Cai Zhizhong also places great emphasis on exploring traditional culture. His comic series *The Hundred Schools of Thought* (“诸子百家”) has been translated into 49 languages worldwide, with 40 million copies sold. Cai believes that although he is simply a comic artist, the international appeal of his works lies in his ability to convey Eastern philosophies via comics. Jin Cheng, deputy director of the Animation Art Committee of the China Artists Association and chairman of the Guangzhou Animation Artists Association, suggests that comic artists and publishers should draw nourishment from traditional culture and identify distinctive Chinese elements, so as to showcase Eastern aesthetics and values in their works.

IP-based operations are crucial to the internationalization of comic works. Since its publication in 2023, the *Three-Body Problem* (《三体》) comic has caused a market sensation, securing print publishing rights in France, the United States, Japan, the United Kingdom, and Italy, as well as traditional Chinese editions in Hong Kong and Taiwan, China. Within a year, it set a new record for “Chinese comics going global”. The comic’s overseas copyright agent, China Education Books Import & Export Corporation and China Copyright Service Corporation, stated that the comic book *Three-Body Problem* faithfully adheres to the original novel, earning praise from overseas publishers for its adaptation quality, which reflects the high standards of Chinese comics. Dai Haoran, deputy general manager and product director at Baguangfen Culture company, one of the comic’s producers, noted that the project cost six years to complete, with two years dedicated to studying the text. Each team member has read the original *Three-Body Problem* at least three times on average, resulting in a meticulously crafted final product.

On August 8, People’s Literature Publishing House (PLPH) launched the eighth volume of the comic *My Cat Hates Me* (《就喜欢你看不惯我又干不掉我的样子》) across all major online platforms. The series has garnered over 10 billion reads online, with over 6 million copies of its print books sold. Additionally, the series has been translated into more than ten languages, including English, French, Korean, Hungarian, Czech, and Vietnamese, for international publication. PLPH attaches great importance to developing the series’ “Supremo Cat” character, creating a range of figures and cultural products and showcasing the plush toy at international book fairs, which attracts attention from foreign readers and publishers.

Jieli Publishing House (JPH) has released a series of original comics, including *Soldier Bighead* (《大头兵》), *Cool Bug School* (《酷虫学校》), and *The Tahirian Chronicles* (《塔希里亚故事集》). Tang Ling, executive deputy editor-in-chief of JPH, noted that IPs have a significant impact on comic works. Overseas IPs like “Marvel Universe” and “Slam Dunk” have substantially boosted the sales of related comic works. Currently, domestic publishing companies are highly focusing on developing original IPs, such as Fei Zhi’s *When History Meows* (《如果历史是一群喵》), I Am Bubaichi’s *Bubaichi* (《白吃漫画》) series, and the Hunzhi team’s *Half-Hour Comics* (《半小时漫画》) series. “An increasing number of publishers are consciously developing original IPs, which is now an important trend in the domestic comic market,” said Tang.

China's Publishing Industry Accelerates AI Technology Adoption

■ By Xu Weiji

From the metaverse, blockchain, VR, and AR to the phenomenal emergence of AIGC, intelligent technologies are updating at an unprecedented pace, profoundly influencing every aspect and the whole cycle of the publishing industry. Since OpenAI released its ChatGPT large language model in late 2022, its popularity in publishing market has been consistently high. Chinese research institutions and enterprises have developed various large language models tailored to their business needs and strategic layouts, deepening the integration of AI technology and the publishing industry.

On August 1st this year, the *EU AI Act* officially came into effect. As the world's first comprehensive regulation on AI, this act marks a significant step forward in regulating AI applications within the EU. Ricardo Franco Levi, president of the Federation of European Publishers, stated, "In an environment where AI is increasingly misused, the EU has set a global standard for digital regulation, allowing AI to unleash its potential without infringing on others' rights."

Currently, Chinese publishing companies are actively enhancing the application of big data, cloud computing, AI, and blockchain technologies, driving innovation and deep integration within the publishing industry. Up to February 2024, 243 domestic units have developed a total of 260 large language models. These models, with their powerful language processing and generation capabilities, have significantly increased publishing efficiency through high-efficiency content generation, editing methods, and personalized content recommendation technologies. These models have significantly increased the publishing efficiency of books and are injecting new vitality into the publishing industry. Today, AI has entered the "fast lane" in China's publishing industry.

AI Reshapes the Future Ecosystem of Publishing

The rapid development and application of AI technology have brought unprecedented opportunities to the publishing industry.

China Publishing Group continues to explore and practice in the AI field. Encyclopedia of China Publishing House, leveraging its expertise in the encyclopedia domain, has built an AI corpus based on authoritative encyclopedic knowledge. Gulian Media Tech Corporation, in collaboration with Nanjing Agricultural University, launched the first large model for ancient text collation—"Xunzi" Ancient Book Large Language Model. This model incorporates a corpus of over 20 billion characters from ancient texts, including the "Siku Quanshu" (the Complete Library in the Four Branches of Chinese Literature), and it can achieve natural language understanding, automatic translation, poetry generation, and automatic indexing, among other functions. China National Publications Import and Export (Group) Corporation has partnered with 28 leading domestic and international publishing companies to provide new integrated solutions for public cultural service fields like libraries, focusing on a core technology of deep virtual-real integration, which is tailored to new cultural consumption scenarios. These companies are continuously advancing AI technology development and application.

Tan Fangzheng, editor-in-chief of Higher Education Press, stated that the press, utilizing AI technology, has focused on creating teaching assistants and editorial assistants. In September 2023, HEP, in collaboration with Zhejiang University and Alibaba Cloud, released the



"Zhihai-Sanle" educational vertical large model, providing intelligent Q&A, test generation, learning navigation, and teaching evaluation services for core university courses and this model is becoming a practical AI teaching assistant and learning helper. Additionally, the press has partnered with technology companies to develop the "Zhixiao Yunchou" intelligent reviewing platform, enabling intelligent review of textbook content resources, which improves the accuracy and efficiency of textbook review.

In July this year, CITIC Press Corporation announced its digital and intelligent strategy. Firstly, building an intelligent publishing system for the entire publishing process. Secondly, creating a high-quality digital reading platform, CITIC Academy, for digital reading scenarios. Thirdly, launching the Zhixin Learning Platform for corporate learning scenarios. Fourthly, developing AI author digital human project for author-reader interaction scenarios.

Wu Lei, editor-in-chief of Times New Media Press (formerly Anhui Electronic & Audiovisual Publishing House), introduced that in digital publishing, his company undertakes the internal digital transformation work of Times Publishing Group, providing technical support for digital publishing forms for the group and various publishers. The press is specifically responsible for two key projects. One is implementing the construction of the key project for after-school services by Times Publishing, undertaking the development of the intelligent management platform for after-school services and the development of after-school service courses. The other one is taking on the innovative work of digital transformation for Times Publishing, applying emerging technologies such as generative AI in the publishing industry.

Chinese Publishers Discuss New "Publishing + AI" Scenarios

Zhuang Hongquan, vice president of Tsinghua University Press, stated that the press is actively exploring innovation in the AI revolution, developing the SciOpen international digital publishing platform for scientific journals. This platform supports new publishing models such as enhanced publishing and data publishing, and provides intelligent recommendation, academic profiling, knowledge graph, and research trend analysis services, thus fully enhancing the ability to serve scientific research innovation. TUP's "AI-based Intelligent Manufacturing Knowledge Service System" tags, associates, and matches multimodal data, dynamically generates knowledge graphs, and offers intelligent chatbot services. Additionally, the "Thesis Writing Package" service of the Wenquan Academy Knowledge Base, released earlier this year, integrates intelligent proofreading tools, providing text proofreading services based on different types of theses, and offering proofreading services for thesis text content via big data analysis.

Jin Gengda, general manager of Zhejiang University Press, stated that the integration of AI and the publishing

industry is comprehensive and covers every stage of the entire publishing cycle. For instance, AI can evaluate topic selection overall, helping editors understand the topic value and user needs, thus determining the direction of production for publishers.

Chen Haijuan, vice president of China Machine Press, noted that AI technology is widely used in the translation of foreign books, significantly improving publishing efficiency. Moreover, AI technology empowers the marketing work of publishers. For instance, AI creates "digital human avatars" for authors to help introduce book content and selling points, reducing the workload while allowing more readers to quickly grasp the essence of the book.

Zhou Su, president of the Higher Education Division of Beijing Normal University Publishing Group, stated that educational publishing should integrate AI technology's core characteristics through a "three-step process". The first is to achieve "digital grafting", the second is to remove the "digital prosthesis", and the third is to enjoy "digital rights". Editors will rely on AI technology's strong analytical capabilities, doing less "topic selection" and more "multiple-choice selections". They will be able to depend on the comprehensive control ability of humans over technology to judge which topics provided by AI applications are more likely to win readers. In the future, excellent educational publications will combine deeper educational content with more convenient publishing forms.

Addressing Technological Risks and Challenges: Strengthening Talent Development

Industry experts believe that while the integration of the publishing industry and AI technology is progressing quickly, attention must still be paid to issues such as data security and privacy protection, technological ethics and the moral considerations, and strengthening talent cultivation.

Xu Chenmin, president of Jiangsu Phoenix Electronic & Audiovisual Publishing House and general manager of Jiangsu Phoenix Numeral Media Corporation, stated that generative AI, with its unique content production methods, has become a new essential production force in the digital economy era. He stated, "To address the challenges posed by the rapid development of AI technology, our company has established a generative AI research and application team led by the community residents committee, involving the technology department, general editorial office, and various business production departments. Our aim is to enhance the compatibility of AI technology with existing platform projects, improving the quality and efficiency of content production and product development."

Li Yazheng, from the Department of Editing and Publishing Studies at the School of Journalism and Communication, Anhui University, believes that it is necessary to cultivate innovative intelligent publishing talents with three capabilities for intelligent publishing scenarios. First, at the cognitive level, they must have professional knowledge and innovative thinking related to intelligent publishing and a deep understanding of the essence of intelligent publishing. Second, at the ability level, they should strengthen their ability to apply intelligent technology, analyze and use data, and continuously learn. Third, at the attitude level, they should adhere to correct values and guard against ethical risks, with the aim of promoting the healthy development of the publishing industry.

Experiencing Cultural Collision and Integration

■Yang Hua (Chief Editor, Beijing Publishing Center, 21st Century Publishing Group) □Zhao Yixue

□What achievements have the 21st Century Publishing Group achieved in cooperation with German publishers in recent years?

■Our group was one of the earliest Chinese publishers to engage in copyright cooperation with German publishers. As early as 1989, we established a strategic partnership with the Thienemann Publishing House, which has a history of 150 years. This partnership attracted several top German publishers to collaborate with us, leading to the publication of a series of prestigious children's books. Later, we collaborated with the German Academy for Children's and Youth Literature to select 16 classic German children's literature works, which we compiled into the *Colorful Raven* series ("彩乌鸦"系列), a collection popular among Chinese children.

Due to the diverse themes and extensive catalog of German children's books we offer, we have undertaken two key initiatives to better adapt to the Chinese market in recent years. First, systematic reading + reading services. The *Michael Ende Collection* ("米切尔·恩德作品典藏") was our first project where we created a product line for an author, inviting top teachers to develop comprehensive reading courses. This year, we launched the *Colorful Raven World Library* series ("彩乌鸦世界文库"系列), bringing together the most philosophical and thought-provoking German literary works to create the most collect-worthy German children's literature series. To help Chinese children understand the philosophical and educational value of German children's literature, we enlisted master teachers from the Yiyue Academy to create customized reading services.

Second, customized reading for the Chinese market. In recent years, we have added hardcover editions, commemorative editions, and various book-related products such as notebooks and canvas bags, offering more

choices for the market. Our latest release, *the Never-ending Fairy Tales* series ("永远讲不完的童话"系列), is a colorfully illustrated edition. To meet the reading preference of Chinese readers, we split it into three volumes, creating a reading gradient from picture books to bridge books and to novels, establishing a complete reading system.

□In April of this year, as the first book of the Cao Wenxuan International Cooperative Picture Book project, *Lost* (《迷路》) was published in German by 21st Century Publishing Group and Leiv Leipziger Kinderbuch Verlag GmbH. What was the opportunity for this collaboration, and what efforts have been made?

■The *Cao Wenxuan Picture Book Library* series ("曹文轩绘本馆"系列) is a collaborative project aimed at creating world-class picture books, allowing children to experience cultural collisions and integration through reading. This project is also an important experience in our strategy of bringing original quality works "going out globally".

In 2019, we signed a project cooperation agreement with Leiv Leipziger Kinderbuch Verlag GmbH. However, the sudden outbreak of the pandemic significantly affected the project's progress. Due to the advanced age of German illustrator Klaus Ensikat, much of the communication about the manuscript had to go through the publisher's director, Lehmann, but this communication was greatly hindered by the pandemic. For a long time, we couldn't get feedback from the illustrator. Finally, with the help of Lehmann and Cai Hongjun, general manager of Hercules Business & Culture GmbH, we managed to keep the project moving forward. In terms of the illustrations, we greatly respected Ensikat's creative process, giving him ample space and time to work. For the text, we invited German sinologist Martina Hasse to ensure high-quality transla-



Yang Hua

tion. The German editors also made significant efforts, repeatedly refining the text and making suggestions in line with German linguistic habits.

□In your opinion, what are the advantages of Chinese children's books compared to German ones? What aspects of German children's books are worth learning from?

■Germany is one of the first countries in the world to focus on "folktales" and "fairy tales" in children's literature. I believe German children's books deeply explore the philosophical aspects of children's thinking. American philosopher Gareth B. Matthews once pointed out in *Philosophy and the Young Child* (《哲学与幼童》) that "children are born philosophers". The most important aspect of growing up is learning to think, and German children's books inspire children to think more.

Compared to German children's books, Chinese ones are more diverse and inclusive in subject and content, showing a strong concern for children's reading education.

Hoping for More Cooperation with Chinese Publishers

■Daniela Steiner (Rights Director, Carlsen Verlag GmbH) □Zhao Yixue

Carlsen was founded by Danish publisher Per Carlsen in 1953, as a German subsidiary to Forlaget Carlsen in Denmark. Then, Per Carlsen introduced the successful brands "Petzi" and "Pixi" into the German market. Especially Pixi, the small softcover picture books, which has achieved tremendous success to this day.

As German market leader in children's books, Carlsen excels in picture books, docu-fiction like *Lesemaus* series for the younger ones, *Pixi*™ mini books, fiction for children and young adults, and the *Conni* series which gives guidance to kids from age 3 to 12. Recently, we interviewed Daniela Steiner, the rights director of Carlsen Verlag GmbH to talk about publishing cooperation between Germany and China.

□In recent years, how has Carlsen cooperated with China Publishing Houses?

■Since 2018, our company has worked more closely with Chinese publishers than ever before. We were especially happy to have our *Pixi*™ books (A popular series of children's books founded in 1954. In 1982, Pixi himself took shape. The character—a little elf with a pointed cap, green doublet and red boots—was created by illustrator Eva Wenzel-Bürger.) on the Chinese market, co-published with 21st Century Publishing Group. Also, we are happy to have placed some of our picture books with valued partners. And a couple

of publishers are currently interested in *Wolf* by Sasa Stanisic, which is nominated for German Youth Literature Award this year. Carlsen is German market leader for children's & YA books, so we are cooperating with lots of Chinese publishers.

□Have you ever been to China? In your opinion, how have China publishing industry and Chinese books changed over the years?

■Yes, my colleague Sylvia Schuster and I have last been for the China Shanghai International Children's Book Fair in 2017 where we attended the German Collective Stand of the Frankfurt Book Fair. It was a lovely experience to talk to representatives of different publishing houses—with appointment or just as they passed by. We then proceeded to visit some (potential) partners in Beijing. I just loved to see some of the very innovative ways of publishing books—and on a personal note, I just loved the Beijing Arts District and a little trip to the Summer Palace where we had a wonderful evening impression of frozen surfaces of the adjacent lake.

To some extent, Chinese publishing industry has changed. It is harder nowadays to place foreign books in the Chinese market. However, we still work with many of our decade-long partners. It is a pleasure to build trust gradually as time goes by.



Daniela Steiner

□What are your favorite Chinese books?

■I remember to read Dai Sijie's works when they became available in Germany, and enjoyed the fun of delving into Chinese fantasy stories.

□In what areas do you hope to cooperate with China Publishing House or cultural institutions in the future?

■Of course, we are looking forward to cooperating in areas where we already work together, and we never know what kind of new ventures the future will bring! Carlsen is looking forward to it. We would be happy to welcome Chinese publishers at our stand in hall 3.0 at the upcoming FBF!

Exploring New Models of Publishing Cooperation

■ Zhu Li (Chief Editor, Tomorrow Publishing House) □ Zhao Yixue

□ How has Tomorrow Publishing House (TPH) performed in terms of international publishing cooperation in the first half of this year?

■ From its inception, TPH has placed great emphasis on international publishing cooperation projects and established strong and close partnerships with numerous overseas publishers, achieving both significant social and economic benefits. In the first half of this year, our foreign copyright sales have maintained a high signing rate, with 23 titles sold to countries like Germany, Italy, and Canada. Additionally, 11 foreign language editions of our books have already been published, receiving favorable responses and appreciation from foreign readers.

□ What is the current state of collaboration between TPH and German publishers?

■ In recent years, TPH has developed close and fruitful relationships with German publishers, particularly excelling in copyright sales. We have sold a series of original picture books to German publishers and established partnerships with several German publishing houses. Notable agreements include those with Leiv Leipziger Kinderbuchverlag GmbH for titles like *Cao Wenxuan's Picture Books: Last Leopard* (《曹文轩纯美绘本·最后一只豹子》), *Cao Wenxuan's Picture Books: Crazy Hen* (《曹文轩纯美绘本·痴鸡》), and *There's a Monster in the Kindergarten* (《幼儿园有个怪》), as well as with Flieder Verlag GmbH for *The Series of Chinese Intangible Cultural Heritage Picture Books: Herbs* (《中国非物质文化遗产图画大系·本

草》). These books, rich in content and of high quality, are distinguished by their strong Chinese characteristics and cultural depth, offering German readers valuable insights into Chinese culture.

TPH attaches great importance to communication and collaboration with German publishers. We ensure smooth and effective communication and project advancement through participating in international book fairs and organizing both online and offline exchange meetings. In addition, we are actively exploring new cooperation models, such as co-developing new works with market potential and jointly organizing exchanges between Chinese and German authors, to further expand our collaboration and enhance effectiveness.

□ What are TPH's future plans for international publishing cooperation?

■ Firstly, by leveraging our high-quality book resources, we will strengthen the copyright promotion for children's themed books and books on Chinese traditional culture, to enhance their impact among foreign youth and achieve multilingual, multi-country copyright sales.

Secondly, based on our established brand in original children's literature and picture books and our achievements in internationalization, we will invite renowned domestic authors, well-known international illustrators and translators to co-create outstanding children's literature and picture books that cater to the international market.

Thirdly, by participating in international book fairs



Zhu Li

and cultural exchange activities, we will select and form appropriate teams of overseas Sinologists, identify suitable foreign publishing partners, and integrate excellent resources from both domestic and international sources. This will enable us to prepare resources for high-quality products, plan for cultural books that meet foreign market demands and tell China's stories well.

Finally, considering the evolving nature of globalized new reading habits and the ever-changing communication patterns of the Internet and new media, TPH will incorporate synchronized design of integrated projects from the topic planning stage. We will seek the core value of content services within the international cultural industry space and continuously explore new paths for the integrated development of publishing institutions.

Exploring "Culture+" Integrated Development

■ Han Lu (Director of the General Editorial Office, Anhui Literature and Art Publishing House) □ Zhao Yixue

□ What was the opportunity to establish the "Overseas Culture+" German Center (hereinafter referred to as the "German Center")?

■ In 2022, on the point of the 50th anniversary of the establishment of diplomatic relations between China and Germany, our publishing house proposed the idea of establishing a German Center overseas. After extensive discussions with European University Press in Germany, both sides agreed to implement the strategic plan of "Anhui Literature and Art Publishing House's German Center for Western Europe".

Currently, Germany has a large number of enthusiasts of Chinese culture, presenting significant potential and broad prospects for Chinese books in the German market. Therefore, the establishment of the German Center not only provides strong support for our deepening efforts in the Western European book market but also injects tremendous momentum to realize our strategic goal of moving from "going out" to "bringing in", making this initiative a milestone achievement.

□ What achievements have the German Center achieved so far?

■ With the support of the German Center, we have successfully promoted many contemporary Chinese literary works.

In October last year, our publishing house participated in the 75th Frankfurt Book Fair, where we showcased a selection of high-quality books, including the *Wanmei Trilogy* (《皖美三部曲》). We also held the German Center's inauguration ceremony and a signing

ceremony for the German copyright export of several books. Additionally, we signed 19 German rights export agreements for books with European University Press in Germany.

During this year's Beijing International Book Fair (BIBF), we conducted a series of events during the "Light of the Times: International Publishing Salon" to showcase the cooperation achievements of the German Center. We also held a signing ceremony for the German rights of *Good Samaritans of China-Huangshan Mountain Guardians* (《守护黄山的中国好人》).

These achievements have bolstered our confidence and goals of using books as a medium to expand our reach from Germany to other Western European Belt and Road countries. We aim to promote high-quality books overseas and broaden the scope of international publishing cooperation.

□ What are the future plans and goals for Sino-German copyright cooperation and the development of the German Center?

■ We will earnestly implement the development plan of the German Center, establish a regular communication mechanism with European University Press. We will continue to explore the development of publishing and copyright, and the establishment of a cultural industry chain centered around book copyright transactions.

More importantly, we will continue to focus on renowned authors and works, leveraging their strengths to make contemporary Chinese literature the mainstay



Han Lu

of our "going out" products. By focusing on matrix development of IPs related to books, brands, and digital products, we will also explore the establishment of a cultural industry chain centered around IPs, and extend copyright cooperation to "Culture+" new business ventures. We are actively promoting publishing cooperation and aiming to simultaneously publish Chinese and German editions of key project books. The German Center will serve as a hub for expanding our cooperation and exchanges with other European countries.

Finally, we will deepen our efforts in the European market through sustained operations at the German Center. Based on boosting the existing cooperation projects, we seek new international partners, with the aim of promoting high-quality literary and cultural works, and sharing China's story with the world.

Chinese Literary Writers: From Life Experiences to Literary Creation

■ Jin Yixin

In recent years, there have been numerous cases where Chinese literary works have regained popularity due to the success of their adaptations into television dramas. A close reading of these works reveals that these Chinese literary authors excel at drawing inspiration from the minutiae of life, enriching their spiritual world, and enhancing the core of their literary creations. Through sincere language, delicate observations, and straightforward narration, they depict vivid, flesh-and-blood characters against the backdrop of China's vast social changes over the past several decades.

Li Juan

Born in 1979 in the Xinjiang Production and Construction Corps, originally from Lezhi, Sichuan, Li Juan is a contemporary Chinese author. Her works often explore themes such as nomadic culture, complex family relationships, and life in areas populated by ethnic minorities.



Li Juan moved with her mother and grandmother from Sichuan to Xinjiang during her childhood, relocating from the urban area to the pastoral areas. She quietly dropped out of high school, learned tailoring, followed Kazakh nomads on their seasonal migrations, and worked in Urumqi as a line worker in an underground garment factory and later as a machinist. Finally, she began writing and publishing her work in her spare time.

Her notable works include *Nine Snows* (《九篇雪》), *Corners of Altay* (《阿勒泰的角落》), *My Altay* (《我的阿勒泰》), *Winter Pasture* (《冬牧场》), *Distant Sunflower Fields* (《遥远的向日葵地》) and the essay series *Goat Trails* (《羊道》). She has received numerous awards, including the Maotai Cup People's Literature Award for Non-fiction, the inaugural Mao Dun Literature Newcomer Award, the seventh Lu Xun Literature Award for Essays and Miscellanies, the 2017 China Good Book Award, and the seventh China Excellent Publication Award. She also served as the vice-chair of the ninth presidium of the Xinjiang Writers Association.

In May 2024, thanks to the popularity of the TV series adaptation, the re-release of her book *My Altay* saw sales surpass 600,000 copies within a month, with a peak of 50,000 copies sold in a single day.

Li Xiuwen

Born in 1975 in Zhongxiang, Hubei, Li Xiuwen is currently the chairman of the Hubei Writers Association, vice-chairman of the Film and Television Literature Committee of the China Writers Association, and a part-time professor at Wuhan University.



Li Xiuwen rose to fame with his novels, such as *Tearmark* (《滴泪痣》) and *Bundled Up to Heaven* (《捆绑上天堂》). He has won multiple honors, including the second Chinese Literature Foundation Mao Dun Literature Newcomer Award, the seventh Lu Xun Literature Award for Essays and Miscellanies, the nineteenth Baihua Literature Award for Essays, and the 35th Huading Award for 100 Best Screenplays in Chinese TV Series.

In his youth, Li Xiuwen won several national essay competitions with first prizes and was admitted to university without taking the college entrance exam. After graduation, he worked as a newspaper reporter and literary magazine editor before dedicating himself to liter-

ary creation. He later started screenwriting, film production, and literary planning, and also taught at universities at the same time.

In April of this year, his novel *Tiger Tiger* (《猛虎下山》) was published by The People's Literature Publishing House. It tells the story of a steel factory's restructuring in the late 1990s in Zhenhushan, China. The factory's former glory fades, and the pride and dignity of the furnace worker Liu Fengshou crumble with it. It is not a tale of heroic legend but a grotesque drama of human nature's distortion.

Zhang Chu

Born in 1974 in Tangshan, Hebei, Zhang Chu is currently the vice-chairman of the Tianjin Writers Association. He has published several collections of short stories, including *Cherry Records* (《樱桃记》), *Seven Peacock Feathers* (《七根孔雀羽毛》), *How the Night Turns Black* (《夜是怎样黑下来的》), *Miss Elephant* (《野象小姐》), *Middle-aged Women's Love Stories* (《中年妇女恋爱史》), *Crossing the Xiang River* (《过香河》) and *Domino Boy* (《多米诺男孩》). His works have won numerous awards, such as the Lu Xun Literature Award, Yu Dafu Fiction Award, Sun Li Literature Award, and Lin Jinlan Short Story Award. He has also been named "Youth Writer of the Year" by *People's Literature* and *Southern Cultural Forum*.



Zhang Chu's stories are often set in an ordinary small town on the Eastern Hebei Plain, where the characters lead mundane, trivial lives. They struggle in the sticky mire of life, often to no avail. Zhang Chu looks at these characters' existential predicaments and spiritual anxieties with compassion.

In May of this year, Zhang Chu's first full-length novel, *Cloudfall* (《云落》), was published by Beijing October Literature and Art Publishing House. It focuses on the complex interpersonal networks and "human warmth" in a northern Chinese county town, serving as a microcosm of society.

Can Xue

Born in 1953 in Changsha, Hunan, Can Xue's real name is Deng Xiaohua. She is a representative of Chinese avant-garde literature and one of the most frequently translated Chinese female authors internationally. She has been a perennial contender for the Nobel Prize in Literature. Nobel Prize committee member Ma Yueran referred to her as "China's Kafka", and the famous American writer and critic Susan Sontag praised her as "China's best writer". Japanese translator Naoko Kondo



even established the "Can Xue Research Society" in Tokyo.

In her youth, Can Xue tried various jobs, including machinist, assembler, barefoot doctor, substitute teacher, and seamstress. She began publishing her works at the age of 32 and has since become a prolific writer. In recent years, she moved to Yunnan, where she maintains a regular schedule, dedicating fixed hours each day to reading and writing.

Can Xue describes her narrative style as "soul literature". Her works' vibrant imagination and profound spiritual world have long been the focus of critical attention. Since her first novel was published in 1985, she has written over 7 million words, with notable works including *Barefoot Doctor* (《赤脚医生》), *Water Village* (《水乡》), *Huangni Street* (《黄泥街》), and *Five Spice Street* (《五香街》). Her works have been translated and published in dozens of countries, including Japan, the United States, Sweden, Italy, France, and Germany, and have been used as literary materials in universities such as Harvard, Cornell, and Columbia.

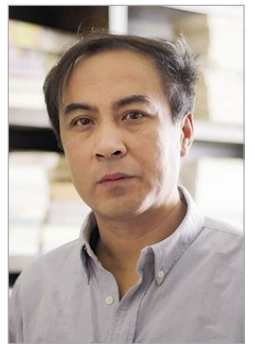
Lü Xin

Lü Xin is one of the leading authors of contemporary Chinese avant-garde literature, alongside Yu Hua and Su Tong, who pioneered a new literary trend. He entered the literary field in 1986 with his first short story, *That Secluded Lake* (《那是个幽幽的湖》), marking the start of his writing career. His unique artistic sensibility, narrative style, and language have set him apart from the traditional literary practices in Shanxi.

Over the past 30 years, Lü Xin has written more than 5 million words across his long, medium, and short fiction. Many of his works draw on childhood memories and impressions, such as the landscapes, tools, seasons, colors, and everyday life of farmers in mountainous regions, which come together to paint vivid pictures of life in rural northern Shanxi.

His major works include the novels *The Touch* (《抚摸》), *Green Grass* (《草青》), and *Becoming the Past* (《成为往事》), the novellas *Southern Records* (《南方遗事》), *My Understanding of Moss* (《我理解的青苔》), and *Chinese Screen* (《中国屏风》), and the short stories *Sunflower* (《葵花》) and *The White Horse in the Mountain* (《山中白马》). He has received awards such as the Lu Xun Literature Award for novellas and the Wu Cheng'en Novel Award.

Writer Li Rui praised him by saying, "Unlike many 'avant-garde' novels, Lü Xin's language is not mechanically rigid like laboratory operations, nor is it passively and timidly driven by theoretical whips. Of course, it is not crudely vulgar, striving to be 'avant-garde' for the sake of being 'avant-garde'. Lü Xin lies quietly in his unpolluted purity, allowing the stream of language to flow away... creating a unique style that is difficult to imitate or obscure."



Overlooked Chinese Science Fiction Writers

■ Qu Jingfan

With the global success of Liu Cixin's *The Three-Body Problem* (《三体》) and the release of its Netflix adaptation, Chinese science fiction is experiencing a surge in popularity abroad. The genre's content has expanded from hard sci-fi and cyberpunk to dystopian narratives, showcasing a dynamic and vibrant landscape. Among the many illustrious figures in Chinese sci-fi, Wang Jinkang, He Xi, Han Song, Bao Shu, and Shuang Chimu stand out as notable representatives.

Wang Jinkang

Born in 1948 in Nanyang, Henan, Wang Jinkang has rich working experiences as he worked as a wood modeler in a factory in 1968. In 1978, he pursued higher education at Xi'an Jiaotong University, majoring in Internal Combustion Engines. Then, he became the deputy director and senior engineer at the Nanyang Oilfield Petroleum Machinery Plant Research Institute. Nowadays, Wang Jinkang is a member of the China Writers Association, the China Science Writers Association, and a committee member for the Science and Literature Committee of the China Science Writers Association.



Wang Jinkang has won the prestigious Galaxy Award for Chinese Sci-Fi 15 times. Wang's debut work, *Adam's Regression* (《亚当回归》), won the top prize in a national sci-fi writing contest in 1993. His notable novels include *The Humanoid* (《类人》) and *Ant Life* (《蚁生》). In 2024, *Seeds of Mercury* (《水星播种》) was shortlisted for the 2024 Hugo Award for Best Novel and Novella and it was translated by Alex Woodend and published by Flame Tree Press in 2023, drawing widespread international attention.

Wang's writing is marked by a philosophical depth and a sense of searching for roots, with a tone that is often somber and melancholic. His elegant and fluent language, combined with intricate structures and a knack for suspense, make his works highly attractive. His stories often exhibit remarkable foresight. For example, his early works like *Seven Shells* bear similarities to the film *Inception*, while *Life and Death Balance* (《生死平衡》) and *Cross* (《十字》) have some plots that resemble the COVID-19 pandemic, demonstrating the important social function of sci-fi.

Wang Jinkang believes that a good sci-fi should be conceived based on certain criteria, including that the conception must be scientifically impactful, be logically coherent, and have a solid scientific core that is scientifically accurate.

He Xi

Born in 1971 in Sichuan, He Xi, whose real name is He Hongwei, is a representative of China's "New Generation" of sci-fi writers, a member of the China Writers Association and the Sichuan Writers Association as well. As a lifelong fan of sci-fi, He Xi began writing this genre in 1991, focusing on exploring the future of macro science and the good and evil of human nature. His works cover a wide range of scientific fields and themes such as love, detective fiction, and suspense.



He Xi has won the Galaxy Award for Chinese Sci-Fi 13 times. His notable works include *The Six Paths of Lives* (《六道众生》) and *Sad People* (《伤心者》). His novel *Life Does Not Allow Us to Meet* (《人生不相见》) was shortlisted for the Hugo Award for Best Novel and Novella.

He Xi's sci-fi creation is influenced by writers such as Isaac Asimov and Ye Yonglie. He published his first sci-fi novel at the age of 19, and his works now cover various themes such as space exploration, time travel, and parallel universes. In the preface to He Xi's novel *The Doomed Year* (《天年》), Liu Cixin wrote, "We can be struck by the imagination and creativity in one sci-fi novel, find deep philosophy in another, and be captivated by a third's intricate and clever storytelling. But to experience all these in a single novel, you have to read He Xi."

He Xi's works depict a near future, requiring a balance between presenting a sense of the future and adhering to universal scientific principles. He also pointed that Chinese sci-fi faces greater challenges in translation compared to traditional literature, with a severe shortage of excellent translators.

Shuang Chimu

Shuang Chimu, whose real name is Feng Yuan, is an emerging sci-fi author born in the 1980s. She is a lecturer at Nankai University's Department of Philosophy and holds an academic Master's Degree from Radboud University in the Netherlands. She is currently pursuing a Ph.D. in Philosophy at Renmin University of China. She was nominated by the Readers' Choice Award of the 2008 Galaxy Award. Her notable works include *Rooster Prince* (《公鸡王子》), *The Lynx School* (《猞猁学派》), and *The Smart Mask* (《智能的面具》).



Like many of her generation, Shuang Chimu developed a love for sci-fi from reading *Doraemon*. Her earliest work, *Gene Source* (《基因源》), was published in *Science Fiction World* (《科幻世界》) in 2008. She has been an avid reader of *Sci-Fi World* since middle school, where she "met" numerous Chinese and foreign sci-fi writers.

Shuang Chimu's works incorporate certain traditional sci-fi elements. Her stories, such as *Space Go* (《空间围棋》), *Rooster Prince*, and *The Lynx School*, often feature grand future visions, exploring issues like algorithms, human-machine interfaces, and 3D printing. At the same time, she challenges increasingly rigid genre narratives. The time of her stories is not limited to the future and her language is crafted with a classical touch, making her writing as polished as that of her peers in literary journals. She focuses more on creative ideas and inspirational stories, which are the two elements essential for writing sci-fi in her opinion.

Han Song

Born in Chongqing, Han Song studied English and Journalism at Wuhan University from 1984 to 1991, earning a Bachelor's Degree in Literature and a Master's Degree in Law. In 1991, he joined Xinhua News Agency. He is a standing director of the China Science Writers Association and a member of the China Writers Association.

Han Song has won multiple Galaxy Awards, Huayu Nebula Awards, and World Chinese Sci-Fi Art Awards. His notable works include *Subway* (《地铁》), *Hospital* (《医院》), *Red Ocean* (《红色海洋》), *2066: Red Star*

Over America (《火星照耀美国》), and *Gravestone of the Universe* (《宇宙墓碑》). In 2024, his short story *Answerless Journey* (《没有答案的航程》) was shortlisted for the 2024 Hugo Award for Best Short Story.

In middle school, Han participated in a sci-fi writing contest, winning a large collection of sci-fi books as a prize, which opened a new world for him. Han Song believes that sci-fi must interact with reality and engage with the real issues facing the nation and society. For example, the inspiration for *Subway* came from the overcrowding problem in subways, while *Exorcism* (《驱魔》) addresses the apocalyptic crises brought about by advanced technologies. Meantime, he believes that the most appealing aspect of sci-fi lies in its sense of wonder and estrangement, transcending everyday experiences and writing sci-fi requires an expansive imagination. For example, his work *2066: Red Star Over America*, created in the 1990s, predicted events like the attack on the World Trade Center and a severe financial crisis in the United States, these all materialized in real life later.



Bao Shu

Bao Shu, whose real name is Li Jun, is an author born in the 1980s who graduated from Peking University's Department of Philosophy and later pursued a Master's Degree at KU Leuven in Belgium. He currently resides in Xi'an, focusing on his writing. Bao Shu has won multiple Nebula Awards for Sci-Fi and Fantasy in Chinese and Galaxy Awards for Chinese Sci-Fi.



His notable works include *Three Body X: Aeon of Contemplation* (《三体X: 观想之宙》), *The Song of Ancient Earth* (《古老的地球之歌》), and *Ruins of Time* (《时间之墟》). His short story *Tasting the Future Delicacy Three Times* (《美食三品》) was shortlisted for the 2024 Hugo Award for Best Short Story.

In 2010, Bao Shu completed *Three Body X: Aeon of Contemplation*, a fan fiction of *The Three-Body Problem* within just over 10 days. He posted it on forums like Shuimu Tsinghua and Baidu Post Bar, marking his debut in the sci-fi community. He then rapidly produced a series of high-quality sci-fi stories, each more impressive than the last.

Bao Shu has loved reading sci-fi since childhood. His works are humorous and witty, filled with intellectual satire and deep reflections on time, future, universe, and the life. In addition to writing, he enjoys reading, traveling, and exploring culinary delights. In *Tasting the Future Delicacy Three Times*, he uses his imagination to create stunning scenes, such as tasting food with brainwaves, a doomsday scenario controlled by money, and eternal imprisonment for criminals. He reshapes the universe, time and space and the world through these wonderful stories.

The Flourishing Creativity of Chinese Online Literature Authors

According to the “2023 China Online Literature Development Research Report” by the end of 2023, the market size of China’s online literature readership had reached 40.43 billion, increased by 3.8% compared to last year. The number of online literature authors had grown to 24.05 million, with 36.2 million works available. Here we introduce five popular Chinese online literature authors who focus on different creative fields, with their works enjoying long-term market popularity and multiple adaptations into films, TV shows, and games.

■ By Xu Weiye



Er Gen

Er Gen, whose real name is Liu Yong, was born in June 1982 in Mudanjiang, Heilongjiang. He is a platinum author on Qidian Chinese Network. Er Gen was once an English teacher at a school in Heilongjiang and enjoyed browsing literary forums in his spare time. On one occasion, he noticed that a novel he liked had not been updated for a long time, so he spontaneously continued writing and uploaded his work to the forum, where readers mistook him for the original author. This experience greatly encouraged Er Gen, leading him to start writing his own novels.

Er Gen has a deep love for traditional Chinese mythology, which serves as the foundation for his online novels. Since he began writing in 2009, he has completed works such as *Against Heaven* (《天逆》), *Renegade Immortal* (《仙逆》), *Pursuit of the Truth* (《求魔》), *I Shall Seal the Heavens* (《我欲封天》), and *A Will Eternal* (《一念永恒》). Whether in online literature or in printed books, Er Gen enjoys immense popularity. His works have won over 2 billion clicks online in total, and the Chinese editions of his books have sold over one million copies. Additionally, he ranks among the top three in Baidu’s search trends, with daily search volumes often nearing one million, and millions of dedicated readers.

Er Gen has won several prestigious literary awards, such as the 8th place in the 7th China Writers List in 2002, the 4th place in the 8th China Writers List in 2013, and the champion in the inaugural Forbes Original Literature List in 2015. His works have been translated into several languages and earned a favorable reputation in various countries around the world.



Fang Xiang

Fang Xiang, whose real name is Chen Aiyang, graduated in 2006 with a degree in Materials Chemistry from the Civil Aviation University of China. Fang Xiang began reading martial arts novels since elementary school. Both of his parents were rural teachers, so his family had a considerable collection of books. Although his academic performance was flat, his composition skills were exceptional. His favorite subject was Chinese, and he spent most of his time reading extracurricular books. During college, Fang Xiang became obsessed with fantasy novels, often reading them in the dormitory for an entire day, to the point where his classmates thought he was crazy.

Fang Xiang’s notable works include *Starwind* (《星风》), *The War of Cards* (《卡徒》), *Legend of the Supreme Soldier* (《师士传说》), *World of Cultivation* (《修真世界》), and *The Undying God of War* (《不败战神》). His works are renowned for their vast and imaginative worlds and clean, concise writing style, earning the passionate love of millions of fans and making him a “superstar” in the online literature world. He

has won numerous significant awards, such as being listed on the Chinese Writers Rich List for online authors and being named one of the “Twelve Gods of the Web” in the first China “King of Online Literature” awards.

His works have had a profound impact. For example, *Legend of the Supreme Soldier* has pioneered the “Mecha Flow” subgenre and influenced subsequent mecha-themed online novels. *The War of Cards* built a fantasy world centered around cards, showcasing youthful passion and brotherhood. *World of Cultivation* depicted a strange and magnificent world that fully immersed its readers. Fang Xiang’s works are not only popular in China, but have also gained international recognition, showcasing the unique charm of Chinese online literature.



Yao Ying

Yao Ying is a renowned Chinese online literature author and a member of the Fujian Writers Association. She is a resident writer on well-known literary websites such as Jinjiang Literature Website, Sina Reading, NetEase, and iQIYI Literature, with a large female readership. Yao

Ying has loved reading and writing since childhood, evolving from a novel enthusiast to a writer with over a decade of writing experience. Her works cover a wide range of genres, from romance novels to realism, and many have been successfully published and adapted into film and television.

Yao Ying has published numerous bestselling books in both simplified and traditional Chinese, including *39.2 Degrees*, *Slightly Wild* (《39度2, 轻微撒点野》), *The Heartbeat in the Upper Left Corner* (《左上角的心跳》), *Sweet Taster* (《甜蜜品鉴师》), *Mei Twenty-Nine* (《梅廿九》), *Enchanting Bewilderment in the Heart* (《妖娆乱君心》), *Tears of the Heart* (《心泪》), and *The Naughty Wife* (《家有恶妻不懂事》). Her works have broad online influence, not only for their captivating plots and profound themes but also for the positive energy and humanistic care they convey.

In April 2024, her work *The Starry Sea of Wild Horse Island* (《野马屿的星海》) was selected for the 2022-2023 Outstanding Realistic Online Literature Publishing Project. The novel tells the story of an electrical worker on Wild Horse Island who strives to improve the village’s power environment, working with villagers to build a better rural community. This novel showcases young people’s dedication to the grassroots level and commitment to the people in the New Era.



Teng Ping

Teng Ping, whose real name is Ye Pingping, was born in Xiamen, Fujian, and graduated from the Law Department of Sun Yat-sen University in Guangzhou. She debuted in 2000 with *The Sutra of Locked Sandalwood* (《锁檀经》), winning first place in the first “Flow-

ers and Dreams” National Romance Novel Competition, marking the beginning of her literary career.

Teng Ping’s writing is elegant and beautiful, with rich and captivating stories that are concise and to the point. She has written over 20 martial arts romance novels, all of which have been published by various publishers, making her one of China’s most famous young authors. Her works, such as *Mysterious Lotus Casebook* (《吉祥纹莲花楼》), *Nine Gongs Dance* (《九功舞》), and *The Purple Extreme Dance* (《紫极舞》), span multiple genres including martial arts, romance, and suspense, and are deeply loved by readers, earning her the title of “Queen of Martial Arts Romance”.

In July 2024, Teng Ping’s *Thousand Tribulations Eyebrows: Fox Spirit Prince* (《狐妖公子》) was re-released by Jiangsu Phoenix Literature and Art Publishing House. The story follows the male protagonist Tang Lici as he investigates the dark secrets of a forbidden drug in the martial arts world, moving through a series of dangerous pursuits. Teng Ping’s works have not only received widespread acclaim online but have also been adapted into multiple films and television dramas. For example, *Mysterious Lotus Casebook* was adapted into a very popular TV drama among audience.



Hu Shuo

Hu Shuo, whose real name is Liu Jinlong, was born in Pingliang, Gansu, in 1994, and graduated from Southwest Petroleum University. Since the beginning of his writing career, Hu Shuo has explored various genres, including fantasy, history, romance, and military fiction.

His novels are known for their meticulous plots and flexible writing style, winning the affection of many readers. He has written several well-known novels, including *Mountain Root* (《山根》), *Chen Xi Yuan* (《宸汐缘》), *Drunken Red Mansion* (《醉红楼》), *Kidnapping Earth* (《绑架地球》), and *Tashi Delek* (《扎西德勒》). His novel *Drunken Red Mansion* won the 7th Yellow River Literature Award, and *Mountain Root* was selected as a key support project by the China Writers Association. Additionally, several of his works, such as *Anti-Terrorism Special Forces: Sirius* (《反恐特战队之天狼》), have been adapted into films, radio dramas, and games, thus further expanding his influence.

The name “Hu Shuo” in Chinese means “nonsense”, but for Hu Shuo, who came from a rural place in Pingliang, online literature must be approached with sincerity. He explained that he initially chose this pen name casually, but it has latter become a reminder to him. Although there is much nonsense on online literature platforms, authors must not “write nonsense” in their works. Instead, they should write with sincerity and authenticity.

Hu Shuo has not only achieved outstanding success in online literature but also actively participated in social welfare activities. He is the initiator of the educational charity program named “Seedlings” for online writers, and his sense of social responsibility has been widely recognized. In January 2024, Hu Shuo won the Fifth Mao Dun Newcomer Award for Online Literature.

Children's Book Writers Who Understand the Hearts of Children

■ Zhao Yixue

Children's book authors are a diverse and talented group, but they all share one common trait, that is, they maintain a childlike heart and dedicate their lives to creating outstanding works for children. The words and illustrations they craft seem to possess a magical power, deeply engraving themselves into the minds of readers and providing them with unique reading experience during their fleeting childhood.

Zhu Chengliang

Born in 1948 in Shanghai, Zhu Chengliang is renowned for his works such as *The Sparkling Rabbit-Shaped Lamp* (《一闪一闪的兔子灯》), *The Story of the Kitchen God* (《灶王爷的故事》), and *Don't Let the Sun Fall Down* (《别让太阳掉下来》). He has received numerous national and international awards, including the Noma Concours Prize from the Asian Cultural Centre of UNESCO, the Bologna Children's Book Fair Illustration Award, and the Golden Apple Award at the Biennial of Illustrations Bratislava (BIB).



Zhu Chengliang has earned international recognition for his distinctive writing skills, attracting increasing attention from the global publishing industry. Many of his works have been published abroad, having a wide-reaching impact. As early as 1984, he represented China in the collaborative picture book *All in a Day* (《地球的同一天》), which was organized by Japanese artist Mitsumasa Anno. Artists from eight different countries illustrated the story of a young boy named Jiu Mingya who asks children from eight countries for help after being stranded on an uninhabited island. Additionally, his work *A New Year's Reunion* (《团圆》), which is considered a milestone in Chinese original picture books, has been translated into six languages and has eight editions with over 700,000 copies sold. The book, based on writer Yu Liqiong's childhood experience, tells a story that took place around the Chinese New Year. Zhu Chengliang believes that creating picture books should "touch the heart, with emotion leading the way".

In January of this year, Zhu Chengliang and illustrator Guo Zhenyuan co-created *Where Did My Tooth Go?* (《我的牙去哪儿了》), published by Anhui Children's Publishing House. The story follows a little rabbit named Pipi on a quest to find his lost tooth, meeting various animals like Uncle Wild Boar, Grandpa Elephant, and Auntie Hen along the way, each explaining the characteristics and uses of their teeth. Zhu Chengliang stated, "When creating this book, I came up with many interesting details, and hope young readers will discover these little treasures as they read."

Mei Zihan

Born in 1949 in Shanghai, Mei Zihan began publishing literary works in 1971. His notable works, such as *Daughter's Story* (《女儿的故事》) and *Dai Xiaoqiao and His Buddies* (《戴小桥和他的哥们儿》), are immensely popular among readers. His theoretical work, *Reading Children's Literature* (《阅读儿童文学》), serves as an introductory guide to understanding children's literature. Mei Zihan is known as a romantic who writes with finesse, a fairy-tale idealist, an elegant "wandering poet" who tells stories to children, and a captain of a "ferryboat" full of literary dreams.



Mei Zihan believes that writing, publishing, and promoting literature for children is a sincere, pure, and

meaningful endeavor. Children are individuals who have not yet grown up. Everything done for them is not only to help them live through their present days but also to ensure they grow up with enriched lives, develop good character, professional competence, and happiness, as well as lead hardworking, honest and energetic lives. Children need literature. Recognizing its need for literature, humanity has created it for itself. A childhood filled with literature is one enriched with fairy tales, and a childhood with fairy tales is one full of vibrant imagination.

Mei Zihan's *Yellow Wheat Field* (《黄麦地》), published by Nanjing University Press in March of last year, contains 28 of his works, covering themes of literature, family, friendship, learning, and art. He said, "Reading is liberal. Reading transcends the text, and the life insights you gain from reading are like the meaning of a single ear of wheat."

Xiong Liang

Born in 1975 in Zhejiang, Xiong Liang is the author of *The Peking Opera Cats* (《京剧猫》), *Kitchen God* (《灶王爷》), and *A Little Stone Lion* (《小石狮》). He was the first person to propose and promote the concept of "Theater on the Paper" in picture books in China and



also the first Chinese illustrator to be shortlisted for the Hans Christian Andersen Award in 2018.

Xiong Liang initially created picture books for adults. But after having a daughter, he began creating children's picture books while maintaining some of his core creative principles. Thus, his picture books can be enjoyed by both young and old, with adults often finding them particularly enjoyable. He believes that picture books should convey the artist's inner perspective, and present the best of the artist's thoughts to children in a simple and vivid way.

Oriental Nursery Rhymes (《东方童谣》), edited by Xiong Liang, was published by Citic Press in July this year. The book features 66 traditional Chinese nursery rhymes, offering children an introduction to language and aesthetics. Xiong Liang stated, "When we were young, nursery rhymes were not just words. They were the familiar voices of our loved ones, sounds that evoked vivid images in our minds. When creating this book, we sought to capture that feeling, a world filled with imagination."

Peng Yi

Born in 1958 in Shenyang, Liaoning, Peng Yi is the author of *Brushing Shoulders with Ghosts* (《与幽灵擦肩而过》), *Don't Open the Window at Midnight* (《半夜别开窗》), and *Monsters Are Crazy Too* (《怪物也疯狂》). He has won several domestic and international awards, including the Chen Bochui International Children's Literature Award, Little Hakka International Picture Book Award, and the Bing Xin Children's Literature Award.

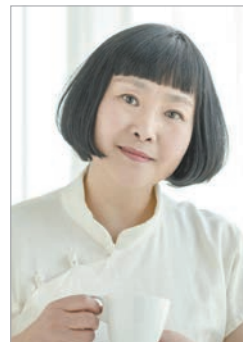


In a lecture, Peng Yi mentioned that his life has been a series of "Let's go!" moments. He used to study painting, write scientific fairy tales, work in grain storage and pest control, and direct films. Since becoming a children's literature author, he has continuously explored new fields and possibilities. When being asked which of his many professions he preferred, he always smiled and said, "My favorite profession is being a children's literature author. Writing has always been a central part of my life."

Known as China's original book dream team, Peng Yi and Tian Yu created *The Twelve Little Tiger Cats Grandmother Found* (《老奶奶捡到了十二只小老虎猫》), which was published by Jieli Publishing House in December of last year. This book represents another bold innovation in text type and illustration style, telling a story about home and love. Peng Yi said, "After writing many picture books, I wanted to create something new with Tian Yu, a book that is both a picture book and a comic. It offers a reading experience similar to an early chapter book, yet distinct from traditional text-image independent early chapter books. I wrote a fairy tale featuring only adults, with no children appearing at all. But the adults in the story are as pure and innocent as children, and even their whimsical behavior mirrors that of children. Both children and adults can find a broad and rich life reflected in this book."

Bao Dongni

Born in 1961 in Beijing, Bao Dongni is the author of *A Deer of Nine Colors* (《九色鹿》), *Ink Visual Enlightenment Picture Books* (《水墨视觉启蒙绘本》), and *The Little Blue and White Porcelain Cat (Beautiful China)* (《小青花》). Her works have been published in countries such as the United States, France, the United Kingdom, and Germany.



When discussing her creative inspiration, Bao Dongni said, "All my works are inspired by my life experiences. Whether it's a major event or a trivial matter, as long as I like it, it can become my writing material. My interests are very diverse, including sports, food, handicrafts, and so on. All of them can inspire my creation. I want to share my observations and experiences with children."

Bao Dongni's *Childhood Tree* (《童年树》), published by the 21st Century Publishing Group in February of this year, is a realistic children's novel based on the real-life experiences of the "Six Girls Going to the Saihanba". It tells the childhood stories of the first generation of children growing up in the Saihanba. Before writing this book, Bao Dongni visited Saihanba, a northern artificial forest brimming with idealism and romanticism, where she heard the stories of the children who grew up alongside the trees planted by their parents. She said, "It was a childhood full of dedication, joy and sorrow, and vibrant life, and I wrote that childhood into the book." In the book *Afterword* (《创作谈》), she wrote, "The similarity between human life and the life of trees is that the experiences carefully nurtured during childhood can lead to an upward journey in both life and trees."

Selected Books from China

China-Themed Books

Hello, Xiaoping: 366 Days of Remembrance 《小平,您好:366天的怀念》

Author: **Jiang Shuping**, Editor-in-Chief; **Zhou Kun**, Deputy Editor-in-Chief

Publisher: **Zhejiang People's Fine Arts Publishing House** (Jan 2024)

ISBN: 978-7-5751-0076-2

Contact: **Huang yuer** hyermxs@163.com

Celebrating the 120th anniversary of Deng Xiaoping's birth, this book is a multi-dimensional and comprehensive portrayal of Comrade Deng Xiaoping's work and life through a wealth of visual images and succinct texts, including Deng Xiaoping's photos, handwriting, letters, and inscriptions.



The Sweet Scent of Orchids: Cultural Envoys Connecting Civilizations I 《汀兰沁香:文明交流的使者(I)》

Author: **Compiled by the Editorial Team**

Publisher: **Foreign Languages Press** (Sep 2024)

ISBN: 978-7-119-14065-0

Contact: **Zhu Xiaohan** 806179876@qq.com

This book illuminates the stories of cultural envoys who have deeply engaged with China, offering valuable insights through their dialogues with journalists from renowned media outlets. Their exceptional contributions have been pivotal in bridging cultural divides and fostering understanding and cooperation between civilizations. As vanguards of the Global Civilization Initiative, these cultural connectors exemplify the power of mutual learning and the achievements born from the convergence of diverse civilizations.



Mao Zedong's View on Party History 《毛泽东的党史观》

Author: **Wang Binglin**

Publisher: **Beijing Publishing Group** (Dec 2023)

ISBN: 9787530006085

Contact: **Jessica Zhou** zhouhx@bphg.com.cn

Throughout various periods, on numerous occasions, and in many works, Mao Zedong made incisive discussions on the history of the Communist Party of China (CPC) from different aspects, covering a wide range of content. This book comprehensively interprets Mao Zedong's historical perspective on the CPC, focusing on the development process of the Party, wisdom in CPC history, scientific methodologies, and discussions on significant figures.



Chinese Modernization and Common Prosperity 《中国式现代化与共同富裕》

Author: **Ai silin**

Publisher: **The Research Press** (Oct 2023)

ISBN: 978-7-5199-1581-0

Contact: **Zhao Mingxia** zhaomingxia@yjcs.cn

This book includes 19 interview records of Professor Ai silin since the New Era, covering major theoretical issues such as Chinese modernization, common prosperity and so on. Based on the profound theories and practical experiences, the author interprets the way to deeply understand the new path of Chinese modernization, to scientifically grasp the profound connotation and the realistic paths to achieve common prosperity. The author also talks about the topic of how to promote common prosperity through the coordinated system that is composed of the primary distribution, the redistribution and the tertiary distribution.



Values Selection and Chinese Modernization (English Version)

《中国现代化进程中的价值选择》英文版

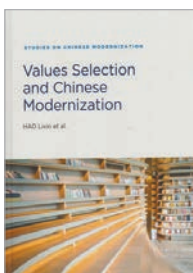
Author: **Hao Lixin**

Publisher: **China Renmin University Press Co., Ltd.** (Apr 2024)

ISBN: 978-9-8151-3790-3

Contact: **Wei Jiayu** weijiayuhistory@126.com

This book, as a part of the *Research on Chinese Path to Modernization series* ("中国式现代化研究丛书"), takes the value issues and value choices in the process of China's modernization as the research object, explaining the value goals, value concepts, value foundations, and paths to achieve value goals of China's modernization.



Chinese Lacquerware and the Silk Road 《漆彩——中国漆器与丝绸之路》

Author: **Pan Tianbo**

Publisher: **Huang Shan Publishing House** (Aug 2024)

ISBN: 978-7-5737-0979-0

Contact: **Wang Taoran** 307855217@qq.com

This book starts with the liquid called "big lacquer" flowing out from the oriental lacquer tree. With the splendid Chinese lacquerware culture as its research object, this book focuses on some cultural issues of lacquerware civilization in the Silk Road.



The History and Sovereignty of South China Sea Islands 《南海的历史与主权》

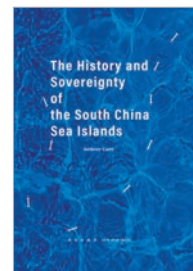
Author: **Anthony Carty**

Publisher: **New Star Press** (Nov 2023)

ISBN: 978-7-5133-5527-8

Contact: **Chen Wen** chen_wen@newstarpress.com

The South China Sea issue has always been one of the international concerns, to which Professor Carty has dedicated himself for seven years to collect the official British, French and American archives, spanning the period from the 1880s to the late 1970s. Arcane as the work was, he delved into those archives and revealed that the Chinese claims over the sovereignty of the South China Sea islands are indisputably reasonable.



George Hatem 《大医马海德》

Author: **Chen Dunde**

Publisher: **People's Medical Publishing House** (Sep 2021)

ISBN: 9787117319638

Contact: **Yan Yi** yany@pmph.com

Written by Chen Dunde, a senior filmmaker and a professional writer and scholar of the diplomatic history of New China, this biography reflects the glorious life of Dr. George Hatem, created on the basis of a large number of interviews and historical records. The legendary life of Dr. George Hatem is introduced through fifteen narratives of a number of stories, and the events that Dr. George Hatem experienced demonstrate his changes and choices in the midst of a turbulent history and his indelible contributions to the Chinese revolution and the cause of health.



Hi, I'm China 《这里是中国》英文版

Author: **Institute for Planets & The China Society on Tibetan Plateau**

Publisher: **China Pictorial Press Co., Ltd** (Oct 2024)

ISBN: 978-7-5146-2126-6

Contact: **Sophia Liu** snowlxx@163.com

This book showcases the geographical features of the "three terrain ladders" of China's vast territory, extending from the boundless wilderness in the west to the prosperous coastal areas in the east. With captivating images, professional maps, and touching texts, it illustrates the landscapes of 16 Chinese provinces and cities of geographical, economic and cultural significance while exploring their origins and evolution trajectories, presenting a massive picture of China from the geographical perspective.



World's Best Cotton in Xinjiang—How is Xinjiang Cotton Produced? 《世界棉花看新疆——新疆棉花是如何生产的?》

Author: **Zhang Ze, Huang Changping**

Publisher: **Hubei Science and Technology Press** (Sep 2024)

ISBN: 978-7-5706-3155-1

Contact: **Hu Sisi** husisipro@163.com

Cotton is a fundamental product and industry concerning national welfare and the people's livelihood. This book aims to present to the world the authentic, multidimensional, and comprehensive process of cotton production in Xinjiang, thereby fostering a favorable external environment for China's socialist modernization. Through engaging words, accurate data, and abundant vivid images, the book educates readers on Xinjiang's exceptional natural and geographical advantages, efficient cultivation, farming and management techniques, and large-scale mechanized production technology. It helps readers fully understand why Xinjiang cotton represents the world-class cotton planting in China.



(Continued from F17)

Literature

Mounting the Terrace in Spring
《登春台》

Author: **Ge Fei**
Publisher: **Yilin Press (Mar 2024)**
ISBN: 978-7-5447-9847-1
Contact: **Siyi Ma**, masiyi@yilin.com

It chronicles the fate of four characters who came from different parts of China to work together in Beijing, from the 1980s to the present, reflecting the lives of ordinary people during this changing era that has spanned over four decades. On the surface, the four characters appear fortunate and in control of their lives, but in reality, they are struggling, and life seems to be merely a series of meaningless illusions for them. While confronting conflicts between "me and the world", "me and others", and even "me and myself", the novel continually poses the fundamental questions: Who am I? Where do I come from? Where am I going?



Wolf Track
《狼踪》

Author: **Han Dong**
Publisher: **Jiangsu Phoenix Literature & Art Publishing House (May 2023)**
ISBN: 978-7-5594-4353-3
Contact: **Yang Fan** 15825500993@vip.126.com

An anthology of short and medium stories by contemporary poet and novelist Han Dong. The selected pieces are his latest works after a 20-year hiatus. The collected works tell the stories of a generation in a concrete and micro way, focusing on trivial living conditions and digging into many small, easily overlooked but intriguing parts of life, while focusing on the broader spiritual state of people. The language is cohesive, easy and poetic, and the style is grim while humorous, powerfully portraying the depths of human existence in ordinary life.



Let it Bloom
《人间任天真》

Author: **Cai Gao**
Publisher: **Hunan Literature & Art Publishing House (Apr 2024)**
ISBN: 978-7-5726-1429-3
Contact: **Xia Si** 736298658@qq.com

This book compiles the author's insightful musings gleaned from the ordinary blooms and everyday bustle. Adorned with over a hundred exquisite, lively illustrations of colorful flora, it invites readers to grasp the elegant, resilient, and graceful spirits embodied in nature, flowers, and women—each unique yet connected. Through the author's warm, affectionate prose and the exquisite full-color illustrations, readers find solace for restless souls and gather strength for the journey ahead.



Along the Tarim River
《阿娜河畔》

Author: **A She**
Publisher: **Beijing Publishing Group (Aug 2023)**
ISBN: 978-7-5302-2311-6
Contact: **Jessica Zhou** zhouhx@bphg.com.cn

People living on the farm came from all over the country, making natives of Xinjiang like the author A She's mother a rare minority. As children, if they did not study hard, the adults would scare them with threats of being sent to the Gobi desert to "drink the northwest wind". Thus, A She's generation grew up with the ideal of leaving the Gobi. However, once outside, they played with wild abandon, like little savages, under the scorching sun, on dusty roads, and among the sand dunes, letting their imaginations fly and expending their abundant energy.



Baoshui Village
《宝水》

Author: **Qiao Ye**
Publisher: **Beijing Publishing Group (Nov 2022)**
ISBN: 978-7-5321-8356-2
Contact: **Jessica Zhou** zhouhx@bphg.com.cn

Baoshui Village portrays life in rural China, revealing the changes in conditions for residents of both the city and the countryside, and vividly depicting the nimble work of the local cadres as they experience joy and heartbreak.



Normandie Apartments
《诺曼底公寓》

Author: **Gao Yuan**
Publisher: **Shanghai Literature & Art Publishing House (Jan 2024)**
ISBN: 978-7-5321-8685-3
Contact: **Feng Ling** 3329552185@qq.com

This book presents a new spatial narrative of a love story during a war-torn era, constructing a poignant heroic history. The Wukang Building also witnesses the war and peace, pain and glory that belong to Shanghai. The book evokes our truest compassion for times, war, love and peace from aesthetics and historical-literary perspectives.



Six Hundred Years of the Forbidden City (Collector's Edition)
《故宫六百年》(珍藏版)

Author: **Yan Chongnian**
Publisher: **Sino-Culture Press (May 2024)**
ISBN: 978-7-5075-5862-3
Contact: **Zhang Lu** 672292819@qq.com

This book demonstrates the scenery of the Forbidden City in chronological order, covering the 600 years of history of the Great Palace from the beginning in detail of four periods, namely, Ming Dynasty Palace, the Qing Dynasty Palace, the Republic of China Palace and the new China Palace. 400,000 copies of the *Collector's Edition* have been sold. This time it has been adjusted to a large format, and further comprehensively improved the text of the book, to maintain the classic version of the classic design, carefully crafted, a new debut!



Dongting Tea Master
《洞庭茶师》

Author: **Tong Minmin**
Publisher: **Anhui Literature & Art Publishing House (May 2024)**
ISBN: 978-7-5396-7957-0
Contact: **Li Fang** 1041675753@qq.com

The book has been selected as a key project supported by the Chinese Writers Association in 2022 and has been included in the 2022 China Online Novel Influence List. It tells the story of a group of young people with innovative thinking enter the tea production industry in Dongting Mountain and establish their own tea drink brand "Tea Master", bringing the brand concept of healthy tea drinks into the market of young consumers, and revitalizing Chinese national tea culture.



Ningbo Zhoushan Port
《中国大港》

Author: **Liu Kezhong**
Publisher: **Zhejiang Literature & Art Publishing House (Apr 2024)**
ISBN: 978-7-5339-7534-0
Contact: **Tong Jieping** tracytong521@163.com

Taking Ningbo Zhoushan Port as the prototypes, the book narrates the legendary story of three families and three generations of port people represented by Liang Yunxiao, Yao Jianghe, and Ning Hailou from the year 2000 to 2024. Under the guidance of the maritime economy development strategy, they break through various barriers and complete the integration of the two ports, pioneering a "Chinese model" that resonates with the spirit of the times.



Beiliu
《北流》

Author: **Lin Bai**
Publisher: **Changjiang Literature & Art Publishing House (Jul 2022)**
ISBN: 978-7-5702-2498-2
Contact: **Zhu Jiarui** jiaruizhu@126.com

A song titled "Flora" transcends the barrier between man and nature, illuminating the world deep within LiYuedou's memory. Since then, she has journeyed through the southern Guangdong region of the 21st century, yet she has also traversed the coordinates of various eras. As she changes, she is perpetually evolving and maturing. The floating farm radiates a unique light, and the transmutation of words illuminates the homeland of discovery. This book presents us with a comprehensive and all-encompassing poem of the South, embracing all information and transcending the temporal gap.



(Continued on F19)

(Continued from F18)

Humanities & Social Sciences

Chinese Horticulture

《中国造园艺术》

Author: **Cao Xun**

Publisher: **Beijing Publishing Group (Nov 2019)**

ISBN: 978-7-2001-3522-0

Contact: **Jessica Zhou** zhouhx@bphg.com.cn

This book is the first collection of findings of the architect and horticulturist Cao Xun based on many years of research. It not only provides a sophisticated introduction to the ancient Chinese horticulture, but also examines horticulture from the perspective of art, summarizes the art of horticulture, outlines the history, artistic characteristics and international status of Chinese gardens, and lays theoretical foundation for the history of horticulture. Moreover, it introduces some famous horticulturists.



The Classic Works of Modern Western Value Theory (Nietzschean Version)

《现代西方价值哲学经典·尼采卷》

Chief Editor: **Feng Ping**

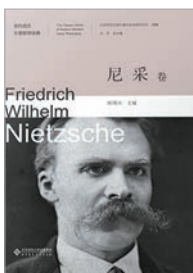
Editor: **the Value and Culture Research Center of Beijing Normal University**

Publisher: **Beijing Normal University Publishing Group Co., Ltd. (May 2024)**

ISBN: 978-7-303-28666-9

Contact: **Xie Xi** xiexi@bnupg.com

The Classic Works of Modern Western Value Theory is an eight-volume series compiled by the Value and Culture Research Center of Beijing Normal University. The representative works of value theory by nine philosophers are meticulously translated in the series, fully reflecting the diversity and differences of research in modern western value theory, and providing valuable intellectual resources and research references for domestic scholars.



A History of Chinese Confucianism (9 Volumes)

《中国儒学史》(九卷本)

Editor: **Tang Yijie, Li Zhonghua**

Publisher: **Peking University Press (Aug 2018)**

ISBN: 978-7-3011-0570-2

Contact: **Wang Yan** wang.yan@pup.cn

The book, in chronological order with each volume representing each dynasty, is looking for a unique perspective to do a general review of the ancient Confucianism materials. Striving to grasping the development of Confucianism, it not only focuses on how the ancients studied the Confucian doctrines all along, but also explores the philosophical significance, ideological values and cultural impact behind the development of Confucianism.



Encyclopedia on the History of the Communist Party of China

《中国共产党历史百科全书》

Author: **Editorial Committee**

Publisher: **Encyclopedia of China Publishing House Co., Ltd. (Feb 2024)**

ISBN: 978-7-5202-1493-3

Contact: **Ma Lina** 48341014@qq.com

This is the first encyclopedia on the history of Communist Party of China (CPC), explaining all the major milestones in the over-100-year history, from 1919 to 2021. The editorial committee consists of nearly 20 experts in CPC's history, heading more than 140 contributors. With 2,113 entries, the encyclopedia records the theory, events, conventions, literature, figures, and organizations in CPC history, along with a list of major events in chronological order, providing readers with knowledge of the CPC's ideas, values and development.



Research on Fairness in China's Primary Distribution

《中国初次分配公平问题研究》

Author: **Shi Ruiyong**

Publisher: **Tsinghua University Press (Mar 2024)**

ISBN: 978-7-3026-5641-8

Contact: **Yu Xiaoxuan** yuxx@tup.tsinghua.edu.cn

Based on the previous research findings, this book analyzes the problems arising from China's primary distribution. It delves into the root causes behind these issues, and tries to find an effective solution to the problems, so as to achieve the goals of fairness, justice, harmonious development and common prosperity. This book contributes to deepening the understanding and prac-



tice of the theory of income distribution in China, thereby refining the underlying ideologies and frameworks.

The Evolution of Love: The Logic of Gender Game

《爱的进化:两性博弈的逻辑》

Author: **Shi Jun**

Publisher: **Beijing World Publishing Co., Ltd. (Jun 2024)**

ISBN: 978-7-5232-1190-8

Contact: **Zhang Yue** zhangyueey@sina.com

This book analyzes the basic elements of human emotion evolution from the perspective of evolution theory, and examines the inherent logic of the game between men and women. It delves into the essence of love and marriage, providing a deep understanding of the significance of marriage.



China on the Drame Otag

《戏台上的中国》

Author: **Zhang Shishan, Wang Fang**

Publisher: **The Research Press (Jun 2024)**

ISBN: 978-7-5199-1654-1

Contact: **Zhao Mingxia** zhaomingxia@yjcb.com.cn

This book clarifies the historical developments of Chinese drama and prosperity of Chinese drama in urban and rural areas. It introduces the facial makeups, techniques, formulaic performances and various skills typically appeared in Chinese drama. The author talks about the connections between Chinese drama and Chinese people's life, the relationships between Chinese drama and Chinese literature, and the current situation and challenges faced by Chinese drama now. The author also provides useful suggestions to develop Chinese drama. It looks like a "mini encyclopedia" for understanding Chinese drama.



Map of Chinese Civilization

《中华文明地图》

Author: **Hua Linfu**

Publisher: **SinoMaps Press (Jul 2024)**

ISBN: 978-7-5204-0313-9

Contact: **Zheng Wei** zhengwei@sinomaps.com

Map of Chinese Civilization is based on the space-time dimension, combined with the art of information chart, so that the vast amount of data and documents can be presented in a concrete and intuitive form, showing the development and evolution of Chinese civilization in an all-round way.



Big Banks of China: The Road to Revival

《大行蝶变——中国大型银行复兴之路》

Author: **Pan Gongsheng**

Publisher: **China Financial Publishing House (Mar 2021)**

ISBN: 978-7-5049-6258-4

Contact: **Wang Huirong** whr0830@126.com

This book, written by Pan Gongsheng, the governor of the central bank of China, takes Industrial and Commercial Bank of China and Agricultural Bank of China as examples, discusses Chinese state-owned commercial banks' share-holding reforms—the process of their restructuring, financial reorganization, and strategic investment introduction and finally successfully go to a path of sustainable development from an insider perspective. The author provides a profound analysis of the opportunities and challenges faced by the Chinese banking industry, summarizes the experience and lessons, and proposes some suggestions for the operation and management of big commercial banks.



The Archaeology of Zodiac Animals, Discovering China from Twelve Animals

《动物寻古:在生肖中发现中国》

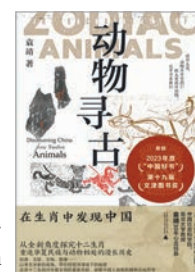
Author: **Jing Yuan**

Publisher: **Guangxi Normal University Press Group (Apr 2023)**

ISBN: 978-7-5598-5634-0

Contact: **Tao Jia** tj@bbtpress.com

Without humans, animals would still live well; but without animals, human beings would have a hard time. How can a rabbit on the ground ascend to the moon, becoming the legendary Jade Rabbit of Chinese myth? How can a monkey become the heroic Monkey King (the Great Sage Equal to Heaven)? By integrating romantic age-old myths into reliable historical materials, the *Archaeology of Zodiac Animals* tells various stories of the twelve zodiac animals that have been accompanying the Chinese people for ages, demonstrating the indispensable role played by zodiac animals in the production and life of Chinese nation.



(Continued on F20)

(Continued from F19)

A Compendium of China-Singapore International Commercial Cases Curated for Their Relevance to the Belt and Road Initiative, Volume 1
《中国-新加坡“一带一路”国际商事审判案例选(第1卷)》

Author: **The Supreme People's Court of the People's Republic of China, The Supreme Court of the Republic of Singapore**

Publisher: **Law Press China (Oct 2020)**

ISBN: 978-7-5197-4920-0

Contact: **Liu Jixuan liujixuan@lawpress.com.cn**

This volume is co-edited by the Supreme People's Court of the People's Republic of China and the Supreme Court of the Republic of Singapore.



Suzhou Culture: Series Suzhou Gardens, et al.
“苏州文化丛书”《苏州园林》等

Author: **Jin Xuezhi, et al.**

Publisher: **Soochow University Press Co., LTD. (Jun 2024)**

ISBN: 978-7-5672-4694-2, et al.

Contact: **Ouyang Xueqin oyxq@suda.edu.cn**

Suzhou is a significant cultural hub in China, exuding a strong cultural atmosphere. The *Suzhou Culture Series* comprises a total of 16 books. It brings together Jin Xuezhi, Qin Zhaoji, Hua Runling and other well-known Suzhou culture researchers, celebrated writers, traditional Chinese medicine experts as authoritative authors. It not only deeply collates and summarizes the characteristic culture of Suzhou, but also envisions and imagines the future of Suzhou culture, reflecting the rich achievements of Suzhou people's cultural creation, and showcasing the thousand-year brilliance of Suzhou.



Computing
《计算》

Author: **Wu Hanqing**

Publisher: **Publishing House of Electronics Industry Co., Ltd (Nov 2023)**

ISBN: 978-7-121-46499-7

Contact: **Guo Wei guowei@phei.com.cn**

This book won the Wenjin Book Award from the National Library of China. The shape of computers has changed from big to small, and computers will become “invisible” after that, making computing ubiquitous and intelligence integrated into daily life. This book is written by Wu Hanqing, a renowned expert and scholar in the field of computing, representing his feeling, outlook and insight on computing, the ultimate proposition of science and technology. This book is the first of three volumes, focusing on the mathematics that is important to computing, covering an important amount of mathematicians, mathematical achievements, and related historical facts and their associations.



The Taste of Chinese Plants
《中国植物的味道》

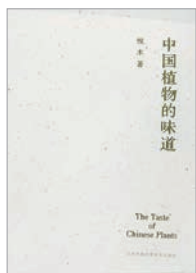
Author: **Yue Mu**

Publisher: **Phoenix Science Press (Jul 2024)**

ISBN: 978-7-5713-4293-7

Contact: **Ruan Ruixue 22370095@qq.com**

The author of this book has been exploring tea in the mountains for ten years. With tea as the main ingredient, flowers and fruits as supplements, the author has conducted fusion experiments on more than 40 Chinese plants to restore, inherit, and innovate Chinese tea, exploring the concept of mixed growth of plants and the essence of traditional Chinese tea culture, as well as pursuing the “modernization” of Chinese tea. The 26 touching stories in this book allow readers to experience the character and spirit of Chinese plants, as well as the persistence and adventurous spirit of contemporary Chinese tea men.



Collection of Anhui Culture
《安徽文化读本》

Author: **Qian Niansun, Tang Yue, Zhu Liangzhi**

Publisher: **Anhui Educational Publishing House (Mar 2024)**

ISBN: 978-7-5748-0189-9

Contact: **Yang Jingjing 562926089@qq.com**

The book sorts out Anhui's cultural context, characteristics and historical and humanistic advantages. It gives a comprehensive introduction, systematic extraction and in-depth interpretation of 15 sectors of Anhui academic, including administrative, revolutionary, literature, music and dance, drama, etc., showing the most regional representative and most symbolic significance of cultural resources and cultural symbols. The



book presents Anhui's magnificent natural features, long history and culture, splendid civilization achievements, profound cultural heritage and outstanding contemporary style to the whole country and even the world, and provides a precise and vivid text for popularizing Anhui's provincial influence and enhancing its cultural identity.

A Brief History of Fever
《退烧简史》

Author: **Zhen Cheng**

Publisher: **Zhejiang Education Publishing Group (Jun 2024)**

ISBN: 978-7-5722-7794-8

Contact: **Yang Jieli yjlcathy@163.com**

Humans once feared fever and attempted to conquer it by searching for its root cause. This book is an original popular science historical work with the theme of “reducing fever”. It briefly sorts out the history of exploring fever reduction methods in the East and the West, and interestingly tells the origins and stories behind various classic fever reduction methods. Readers can macroscopically grasp the different understandings of fever among doctors from different cultural backgrounds, thereby gaining a clearer understanding of the cultural roots of the differences between Chinese and Western medicine.



In Search of Dunhuang Around the World
《满世界寻找敦煌》

Author: **Rong Xinjiang**

Publisher: **Zhonghua Book Company (May 2024)**

ISBN: 978-7-101-16608-8

Contact: **Wang Ruiyu wangruiyu@zhbc.com.cn**

Since 1985, Professor Rong Xinjiang from the Center for Research on Ancient Chinese History at Peking University has taken pains to travel around the world against all odds in search of these elusive Dunhuang documents. His experiences have now been recorded in the book *In Search of Dunhuang Around the World*. This book recounts many untold stories that reflect the hardships of the quest, the joys of discovery, and numerous valuable insights and reflections. It not only illustrates the step-by-step trajectory of a young scholar dedicated to locating the lost treasures, but also serves to inspire today's young scholars to strive for excellence. As an essential source in the history of international Dunhuang studies, this book is considered a scholarly masterpiece and also an interesting and informative popular reading.



Shao Dazhen Art Criticism Collection
《邵大箴美术批评文集》

Author: **Shao Dazhen**

Edited by: **Wan Shaojun**

Publisher: **Beijing Times Chinese Press.Co., Ltd. (Nov 2023)**

ISBN: 978-7-5699-4988-9

Contact: **Zhang Ziyan sdhwsjpub@163.com**

Shao Dazhen's Art Criticism Collection aims to summarize all the art criticism articles written and published by Shao Dazhen from the 1950s to the present, as well as the unpublished critical articles on Chinese art and foreign art. According to the four themes of “Art trend, Phenomenon and Problem Criticism”, “Chinese Painting and Oil Painting Criticism”, “Artist Criticism (3 volumes)” and “Foreign Art Criticism”, more than 1,000 articles were classified and arranged, collected and published to convey its profound thoughts with academic and cultural value on art trend, art phenomenon, art form and other aspects, so as to clearly showing its targeted and contemporary art-related theories and academic research results from a more professional and authoritative perspective.



A Complete Edition of Fu Du's Poems in Chinese and English with Annotations
《杜甫诗歌全集英译》

Author: **Zhao Yanchun**

Publisher: **Shanghai Foreign Language Education Press (Dec 2023)**

ISBN: 978-7-5446-7008-1

Contact: **Liu Huachu hcliu@sflap.com**

A Complete Edition of Fu Du's Poems in Chinese and English with Annotations is a collection of 1,500 poems by Fu Du (712-770), translated in English rhyme by Yanchun Zhao, a professor at Shanghai University. It conveys the profound sentiments and enchanting poetic charm of the Saint of Poetry, and transmits the thought-provoking artistry and the exquisite beauty of rhyme and rhythm from the 8th century. It is a rainbow bridge that spans a vast expanse of time and space, connecting the East and the West, past and present.

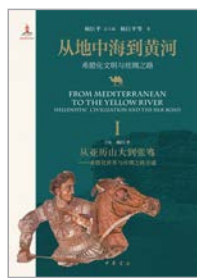


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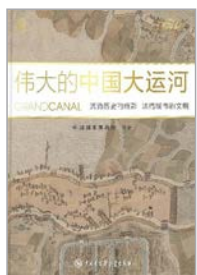
Culture, Art & STM



From Mediterranean to the Yellow River: Hellenistic Civilization and the Silk Road (6 vols.)
《从地中海到黄河——希腊化文明与丝绸之路》(六卷本)

General Editor: **Yang Juping**
Publisher: **Zhonghua Book Company (Dec 2024)**
ISBN: N/A (coming soon)
Contact: **Wang Ruiyu wangruiyu@zhbc.com.cn**

This series consists of 6 volume. Co-written by over 30 domestic and foreign scholars, with the basic writing concept of "civilization exchange interaction", aiming to study the historical and logical relationship between Chinese civilization and various civilizations in the Western Regions represented by Hellenistic civilization, under the background of ancient civilization exchange and interaction before and after the opening of the Silk Road.



Grand Canal
《伟大的中国大运河》

Author: **National Museum of China**
Publisher: **Encyclopedia of China Publishing House Co., Ltd. (May 2024)**
ISBN: 978-7-5202-1492-6
Contact: **Ma Lina 48341014@qq.com**

The work tells the history and stories about world cultural heritage—China's grand canal. Lined with major historical events, 18 special and charming cities are presented to readers. This book offers readers multiple sensual experiences with more than 200 marvelous images as well as audio and H5 interactive technology, can lead readers to a tour where they can learn the history of the grand canal and appreciate the progress and beautiful landscapes of famous Chinese cities.



Beauty of Visualization
《可视之美(数据可视化+数学艺术+学术绘图+Python创意编程)》

Author: **Jiang Weisheng**
Publisher: **Tsinghua University Press (Jun 2024)**
ISBN: 9787302661290
Contact: **Yu Xiaoxuan yuxx@tup.tsinghua.edu.cn**

As the second installment of the *Iris Series: Visualize Math—From Arithmetic Basics to Machine Learning*, this book stands as a veritable atlas, encompassing technical drawing, computer graphics, inventive programming, engaging math experiments, mathematical sciences, and machine learning, among others.



Images of Her in Ancient China
《她们:中国古代女子图鉴》

Author: **Cai Qin**
Publisher: **Shanghai Fine Arts Publisher (Nov 2023)**
ISBN: 978-7-5479-3181-3
Contact: **Zhang Dongyu zdydolpin@126.com**

This book presents the image and life of ancient Chinese women from 5 aspects: image, make up, space, talent, and creation. It explores the environment and attitude of women's existence. The book contains a large number of images and artifacts, bringing readers closer to the world of ancient Chinese women.



Studies on the Vocal Techniques in Chinese Folk Music (3 Volumes)
《中国民族声乐润腔学(全三册)》

Author: **Xu Jiangzhen**
Publisher: **Modern Press Co., Ltd. (Jun 2023)**
ISBN: 978-7-5143-9462-7
Contact: **Ding Jie dora.dingjie@foxmail.com**

This book is the latest monograph on vocal theory by renowned vocal theorist Xu Jiangzhen. It is a summarization of the author's in-depth and systematic researches on the embellishment of Han folk songs, ethnic minority folk songs, famous national opera pieces, selected excellent creative songs, and ethnic vocal choral works in the past decade.

The book consists of nine sections totalling 42 chapters, demonstrating 19 ethnic folk songs and 102 songs of various genres. The author not only introduces a large number of vocal techniques for training, but also provides profound analysis on how to embellish the melody during singing and how to effectively process the music. A must-read for singers wish to diversify their singing styles.

Remember Me (4 Volumes)
《勿忘我》(全四册)

Author: **Ren Wenyu**
Publisher: **China Environment Publishing Group (Jan 2025)**
ISBN: 978-7-5111-5397-3
Contact: **Liu Menghan mhliu45@163.com**

Remember Me is a poignant book series that delves into the lives of the last surviving members of extinct species. Comprising four volumes, each book highlights a different animal and their unique story. The series begins with Martha, the last Passenger Pigeon, and continues with Benjamin, the last Tasmanian Tiger; Qiqi, the last Yangtze River Dolphin; and concludes with Lonesome George, the last Pinta Island Tortoise. Through these narratives, the series offers a touching exploration of extinction and memory.



Cloud and Atmospheric Optics Atlas: A Guide Book for Sky Enthusiasts
《天空大图鉴》

Author: **Ji Yun, Zhang Chao, Wang Chen**
Publisher: **Chemical Industry Press, Co. Ltd. (Oct 2023)**
ISBN: 978-7-122-41873-9
Contact: **Wu Gang wugang_cip@qq.com**

This is currently the most extensive popular science book on the sky in China and even in the world, covering almost all known clouds and atmospheric optical phenomena (such as rainbow types, light types, ice halo types, mirage types, electric light types, colors and shadows of the sky, etc.) The book selected representative photographic pictures from thousands of celestial image libraries accumulated over ten years, and many of the pictures are unique in this field, which is very precious.



The Life Stepping out of Earth
《走出地球的生命》

Author: **Guo Jinhu**
Publisher: **Shanghai Scientific & Technological Education Publishing House (Jan 2024)**
ISBN: 978-7-5428-8047-5
Contact: **Xu Weiqi rights@sste.com**

This book combines cutting-edge scientific research with history and cultural significance of space exploration. It describes the physiological, health, and behavioral effects encountered by humans and other organisms in space as a result of changes in gravity, radiation, and magnetic fields. It shows interesting and important experiments carried out by scientists in space, and takes readers on an amazing journey through space.



Chinese Painting: From the Five Dynasties to the Southern Song Dynasty
《中国绘画:五代至南宋》

Author: **Wu Hong**
Publisher: **Horizon Media Co., Ltd. (Jun 2023)**
ISBN: 978-7-2081-8195-3
Contact: **Jiang Qianrui jiangqianrui@horizonbooks.cn**

The book continues the writing ideas of *Chinese Painting: From Ancient Time to the Tang Dynasty*, absorbs the latest research outcomes of Art Archaeology, and focuses on various styles of paintings from the Five Dynasties (907-960) to the Southern Song Dynasty (1127-1279). The author explores painting techniques and exchanges between regions to present a more thorough and multidimensional account of the development of Chinese painting, offering a fresh perspective on its history.



First Encounter with Chinese Cultural Genes
“初识中华文化基因”

Author: **Cui Yanqiang**
Publisher: **Southwest University Press (Oct 2024)**
ISBN: 978-7-5697-2295-6, etc.
Contact: **Zhang Haoyue 741575671@qq.com**

The series consists of seven volumes, focusing on the ontology of characters, their material carriers, calligraphy art, and the cultural connotations of characters. It covers oracle bone divination materials, bronzes and their inscriptions, bamboo and silk documents, unearthed Qin and Han legal documents, bamboo and silk numerical culture, stone carving calligraphy art, and the Naxi Dongba script. These contents are not only a deep excavation of traditional Chinese culture, but also a popular interpretation of Chinese cultural genes.



(Continued on L22)

(Continued from L21)



The Power of Space: Geography, Politics, and Urban Development (The 3rd Edition)

《空间的力量:地理、政治与城市发展(第三版)》

Author: **Lu Ming**
Publisher: **Truth & Wisdom Press (Dec 2023)**
ISBN: 978-7-5432-3503-8
Contact: **Zhao Yifan** rights@hibooks.cn

Similar to its previous editions, this book adheres to the author's research direction, integrating the institutional framework of China's regional economic development with core spatial economics principles, and thoroughly sorting out the context of China's economic development. On this basis, a research approach to spatial political economy was further proposed, demonstrating the "dual center periphery" pattern of China's regional economy, and outlining the implementation path and policy recommendations for coordinated development between urban and rural areas.



The Daily Etiquette of the Ancients

《古人的日常礼仪》

Author: **Zeng Yi, Chen Zihua**
Publisher: **Shanghai Chinese Classics Publishing House (Feb 2024)**
ISBN: 978-7-5732-0983-2
Contact: **Zhu Mengdan** guji2@guji.com.cn

In this book, the customs and social etiquette of ancient Chinese civilization are explored, covering important events such as coronations, weddings, funerals, and sacrifices. This book aims to depict the essential components of ancient etiquette in an accessible manner, while also relating them to current society and drawing comparisons to Western rituals from a historical and philosophical perspective. It is of great significance for readers to have a deeper understanding of the ancient etiquette and to integrate them into contemporary life.

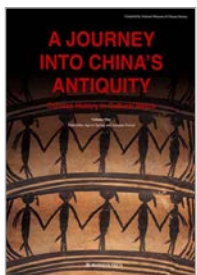


Breakthrough: 10 Years Evolutionary History of China's Schools

《破晓:中国学校十年进化史》

Author: **Educational Innovation Conference of China**
Publisher: **Shanghai Educational Publishing House (Dec 2023)**
ISBN: 978-7-5476-1820-2
Contact: **Wen Lan** wenlan@seph.com.cn

This book utilizes the future, innovation and breakthroughs as the core concepts, showcasing the evolution of Chinese education and schools over the last decade from 8 different perspectives. Consisting of 8 chapters, including Goals, Learning, Curriculum, Teachers, Campus, Governance, Technology and Ecology, it provides theoretical guidance, practical methods and action support for exploring a higher level teaching model for Chinese education in the future.



A Journey into China's Antiquity: Chinese History in Cultural Relics (6 volumes, English version)

《华夏之路——文物里的中国通史(全6册)》(英文版)

Author: **National Museum of China**
Publisher: **Blossom Press (Jul 2021)**
ISBN: 978-7-5054-4737-0, etc.
Contact: **Li Sicen** lisicen_zhbp@outlook.com

This six-volume series, based on the "Basic Exhibition of Ancient China" at the National Museum of China, showcases 2,333 images of precious relics. It presents a comprehensive history and culture of China from 1.7 million years ago to the end of the Qing Dynasty (1644-1911). Through these artifacts, the series highlights the wisdom, challenges, and progress of China's ancestors, offering a vivid portrayal of Chinese civilization.



Atlas of Climate Resources of Major Crops in China (5 Volumes)

《中国主要作物气候资源图集》(5卷)

Author: **Mei Xurong, Liu Buchun et al.**
Publisher: **Zhejiang Science & Technology Publishing House (Dec 2023)**
ISBN: 978-7-5739-0882-7, etc.
Contact: **Zhang Liyan** 2662808878@qq.com

Atlas of Climate Resources of Major Crops in China (5 Volumes) uses digital technology to systematically introduce the growth period of major crops (rice, wheat, corn, soybeans and cotton), the distribution of light, temperature, water resources and the occurrence patterns of agricultural meteorological disasters in the form of an atlas, with over 500 agricultural climate resource maps. The book scientifically analyzes and evaluates the impact of global climate change on China's agriculture, and shows in detail the temporal and spatial distribution characteristics of its agricultural climate resources.

Sun Tzu: The Art of War

《孙子兵法十八讲》

Author: **Huang Pumin**
Publisher: **Zhejiang Literature & Art Publishing House (Mar 2023)**
ISBN: 978-7-5339-6957-8
Contact: **Tracy Tong** tracytong521@163.com

This book is selected as one of the "2023 China Good Book". It is the culmination of decades of research on "The Art of War" by Professor Huang Pumin of Renmin University of China. The book elucidates the origins and characteristics of "The Art of War" as well as its core ideas and concepts, making it a highly valuable work in the study of "The Art of War" in recent years.



The Vast Land: Chinese Landscape Painting

《千里江山:山水画里的中国》

Author: **Pan Yanghua**
Publisher: **Shanghai People's Fine Arts Publishing House (Aug 2023)**

ISBN: 978-7-5586-2746-0

Contact: **Zhou Yanqiong** 2455260887@qq.com

This book takes the appreciation of ancient Chinese landscape paintings and painters as the theme, mainly elaborates the evolution of the landscape painting history and biography of the painters. It interprets the stories behind the paintings by vivid language, covering famous painters and schools of painting in the landscape painting history, to present the artistic charm of Chinese landscape painting.



Black-body Radiation: A Goose that Lays golden eggs of physics

《黑体辐射:一只会下物理金蛋的鹅》

Author: **Cao Zexian**
Publisher: **Beijing World Publishing Co.,Ltd. (Jan 2024)**
ISBN: 978-7-5232-1002-4
Contact: **Zhang Yue** zhangyueuy@sina.com

The study of black-body radiation is a golden goose in the history of physics and the cradle of modern physics. Research on black-body radiation is one of the origins of quantum mechanics and has brought numerous technological applications. Many giants in the field of physics have dedicated themselves to this research and made significant contributions. Looking back on the history of black-body radiation research, examining the evolution of ideas and concepts, and understanding the methods and techniques used, is nothing less than experiencing a multidimensional, panoramic journey through physics. This book is the author's first attempt to reconstruct the process of creating physics through the interpretation of original literature, and is suitable for readers at all levels of knowledge, especially those aspiring to engage in scientific research.



Exploration of Native Culture of Beijing

《北京文化探微》

Author: **The Great Wall Museum of China, etc.**
Publisher: **Beijing Publishing Group (Dec 2018)**
ISBN: 9787570409020, etc.
Contact: **Jessica Zhou** zhouhx@bphg.com.cn

Relying on cultural self-confidence, the series *Exploration of Native Culture of Beijing* tries to review and analyzes the typical cultural characteristics of Beijing, reveals the historical connotation and modern implication of the Beijing culture, passes down the history and benefits the contemporary society. The book introduces the unique and influential Beijing culture in a popular and simple language, and presents readers with "broad and exquisite" visual enjoyment through pictures representing the Beijing Culture. They present the glamor of the modern capital city, its charm in ancient times and new styles in the new era in a intuitive, systematic and vivid manner.



Ancient Echoes: The Environment, History, and Culture of China's Border

《遥望关河:中国边塞环境与历史文化》

Author: **An Jiasheng**
Publisher: **Shanghai Far East Publisher (Jul 2023)**
ISBN: 978-7-5476-1917-9
Contact: **Yuan Limeng** 251503932@qq.com

In this book, the author analyzes the evolution and growth of ancient Chinese border fortress mentality, spanning from the pre-Qin era to the Ming and Qing dynasties. By examining the influence of geography on the development of regional political systems, it reveals the intimate connection between the evolution of border fortresses and changes in human customs throughout history for thousands of years.



(Continued on L23)

(Continued from F22)

Children's

A Brief History of Chinese Characters for Children—The Paper Museum of Chinese Characters 《写给孩子的汉字简史——纸上汉字博物馆》



Author: Hairun Yangguang
Publisher: Beijing Publishing Group (Jan 2023)
ISBN: 978-7-5704-5137-1
Contact: Jessica Zhou zhouhx@bphg.com.cn

This book gives children inspiring insights into Chinese characters and culture. This nine-chapter book describes the legendary origin of Chinese characters and explains the composition and development of these writing symbols, helping young readers to understand how Chinese characters are built and how they have evolved into what they are today. It also deals with the invention of paper-making and printing in China, which facilitates the popularization and dissemination of Chinese characters, and the establishment of the current Chinese writing system.

My Cat Hates Me 8 《就喜欢你看不惯我又干不掉我的样子8》



Author: Bai Cha
Publisher: People's Literature Press (Aug 2024)
ISBN: 978-7-0201-8842-0
Contact: Ma Yuanyuan lisaipw@foxmail.com

My Cat Hates Me won the Gold Prize in the Graphic Novel section of the 2023 Benjamin Franklin IPBA Awards. The cartoon series *My Cat Hates Me* tells the everyday stories of a proud and charming cat named "McLord", a stupid but adorable dog named "Pagoboo", living with their keeper Kiddo and his father. Being popular among many young readers, it is a steady presence on the best-selling charts and has sold 6 million copies.

Treeboy 《树孩》



Author: Zhao Lihong
Publisher: Changjiang Literature & Art Publishing House (Sep 2021)

ISBN: 978-7-5702-2255-1
Contact: Zhu Jiarui jiaruizhu@126.com

This is a long children's novel that delves into themes of nature, life, innocence and human emotions. In a world where all things possess souls, there exists a naive and ignorant boxwood. After a devastating mountain fire, it was given new life by sculptors who worked their magic, transforming it into a vibrant piece of wood carving art—Treeboy. Since then, the Treeboy has embarked on an adventure through the world... This is a fantasy tale brimming with whimsical imagination, a beautiful ode to humanity and nature, and a philosophical exploration of eternity.

Pacific, Atlantic 《太平洋,大西洋》



Author: Huang Beijia
Publisher: Phoenix Juvenile & Children's Publishing Ltd. (Mar 2021)

ISBN: 978-7-5584-0898-4
Contact: Wu Xiaohong 839469115@qq.com

This book is the latest original children's novel by bestselling author Ms. Huang Beijia. The story unfolds in a dual narrative that is similar to the form of polyphony, freely switching between different times and spaces, as well as past and present. It illustrates some tearful coming-of-age memories of a music prodigy. Through the story of an old overseas Chinese searching for his friend thousands of miles away, the author masterly combines together the beauty of art, the love of family and country, the truth of history, as well as the fate of the characters, thus presenting a literary masterpiece with a light touch.

China's Intangible Cultural Heritage 《中国非遗》



Author: Tang Sulan et al.
Publisher: Hunan Juvenile & Children's Publishing House (Jun 2024)

ISBN: 978-7-5562-7593-9, etc.
Contact: Kang Qinxin 731893366@qq.com

The *China's Intangible Cultural Heritage* (Bilingual) is a series of picture books that introduce and depict China's intangible cultural heritage to children. This series introduces five intangible heritage techniques: Dragon Boat Festival, Tea, Chinese Movable Type Printing, Li People's Traditional Brocade Art of Spinning and Guqin. Each book presents the production process and folklore of an ICH skill with an inter-

esting story. The set contains illustrated stories, an introduction to non-heritage knowledge, English translation, audio rendition, and hands-on handicraft kits, which are highly literary, storytelling, aesthetic and integrated media technology, allowing children to appreciate the ancient and splendid traditional culture of China.

Five Thousand Years of Chinese History (New Era Version) 《上下五千年(新时代版)》



Author: Zhang Haipeng et al.
Publisher: Juvenile & Children's Publishing House (Apr 2024)
ISBN: 978-7-5589-1636-6
Contact: Helen Zhou 2280291547@qq.com

As a classic brand, this book has been best-selling for more than 40 years with total sales exceeding 10 million sets, and has received numerous awards. The new era version upgraded in terms of content and form, so as to select approximately 400 items from the 5,000 years of Chinese history. This book, containing 18 volumes, follows the chronological order of dynastic succession, and explains historical concepts in easy-to-understand language. The engaging stories of the book are complemented by historical photos, illustrations, and tips.

Dinosaur Encyclopedia Pop-up Book 《恐龙研究百科立体书》



Author: You You Tong, Zhang Yinghua
Publisher: Sichuan Children's Publishing House Co., Ltd. (May 2023)

ISBN: 978-7-5728-1030-5
Contact: Yin Chuan 10698934@qq.com

The book is an interactive pop-up book on dinosaurs. In total, it consists of 7 parts, including visiting the dinosaur museum, field examination of dinosaur fossils, cleaning and restoration of dinosaur fossils, vivid and interesting fossil evidence, after the extinction of dinosaurs, and various types of dinosaurs. In addition, there are also beautiful hand-drawn illustrations and exciting interactive pop-ups, taking children on an interesting journey of exploring the wonderful world of dinosaurs.

Museum on the Bookshelf “书架上的博物馆”丛书



Author: Liu Bin et al.
Publisher: Zhejiang Photographic Press (Mar 2024)
ISBN: 978-7-5514-4686-0, etc.
Contact: Yao Pu 214687135@qq.com

This book series is a set of popular science and cultural books for young people. It invites experts, scholars, and collectors from the fields of culture and art to bring the museum to the bookshelf. It is a "paper museum" that breaks the limitation of time and space, and provides readers with rich, vivid, and interesting content. The first volume of the series includes *Rare Chinese Characters in Museums*, *The Mystery of Sanxingdui*, *Animals in Bronze Mirrors*, *Secrets Hidden in the River Scene during Qingming Festival*, and *Chinese Characters on Ancient Coins*.

The Bears of Oroqen 《鄂伦春的熊》



Author: Gerelchimeg Blackcrane
Publisher: Jieli Publishing House (Sep 2023)
ISBN: 978-7-5448-7613-1
Contact: Paul Qiao qiaojinguo@jielibook.com

Oroqen people live in the forests of Great Khingan in northern China and hunt for a living. One morning, Grandpa told Aya he planned to take her to the center of the forest to watch bears, which Aya had been waiting for a long time. They rode through valleys, pine forests and wetlands, and saw rabbits, roe deer and vultures until they came to a river valley. Where on earth were the bears?

Diving the Mariana Trench 《出发!去深潜》



Author: Li Cuiyuan, He Zhenbiao
Publisher: Dolphin Books (Jun 2024)
ISBN: 978-7-5110-6793-7
Contact: Zhou Xiaomei zhouxiaomei@vip.dolphinbooks.cn

This ocean-themed non-fiction takes readers on a deep dive into the Mariana Trench with China's manned submersible. On the 10,000-meter-deep journey, readers gradually learn about how the sub reached the bottom of the ocean. How did it operate in the deep sea environment? What wonderful treasures can be found at the bottom of the sea? How do creatures live without daylight? Step aboard to find out.

(Continued on F24)

(Continued from F23)

Navigating China's Science and Technology with Academicians: Close the Door of Diseases-Medical Science Edition

《院士解锁中国科技系列:关上疾病之门 医药卫生卷》

Author: Chinese Society of Editors, China Science Writers Association

Publisher: China Children's Press & Publication Group Co., Ltd. (Jan 2023)

ISBN: 978-7-5148-7846-2

Contact: Wang Chunchen wangchunchen@ccppg.com.cn

This book series was created by 18 Chinese academicians, covering fields including medicine and health, information, forestry and grassland, environment, oil and gas, aviation, and aerospace. Currently, 10 volumes have been published. This series is mainly targeted at middle and high school students. Each volume is introduced in the form of questions, covering both the basic concepts and common sense of the field, as well as the highlights and strengths of China's technological development in this area, showcasing the power of China's science and technology.



A House Just for Mommy

《兔妈妈的小屋》

Author: Gan Dayong

Publisher: Shanghai Press & Publishing Development Co., Ltd. (Nov 2024)

ISBN: 978-1-6328-8028-4

Contact: Cao Yue sppd@sppdbook.com

With elegant Chinese ink painting, this book gracefully illustrates the loving moments between Little Bunny and Mommy Bunny. The dialogue between a mother and a child wittily presents children's genuine love for their parents and creative solutions to the world's problems through their budding knowledge. While a book of familial love, the Bunny's math-counting also appeals to young math-loving readers, fostering an important life skill while exploring the subject of love and development.



Axis of a Common Swift's Flight Path

《雨燕飞越中轴线》

Author: Zhang Zhilu

Publisher: Beijing Publishing Group (May 2023)

ISBN: 978-7-5301-6451-8

Contact: Jessica Zhou zhouhx@bphg.com.cn

Beautiful scenes of common swift soaring in the skies of the ancient summer capital occur every morning and evening. Through a chance encounter, a girl known as Luo Yanling rescues a grounded common swift and begins to encounter amazing things. Via the swift's point of view, Luo gains an overview of the ancient and eye-catching Central Axis.



Dream of the Universe

《宇宙的梦想》

Author: Ge Jing

Publisher: Zhejiang Juvenile & Children's Publishing House (May 2024)

ISBN: 978-7-5597-3810-3

Contact: Zhu Jing carolchu1222@126.com

Xiao's parents both work in Aerospace City. His father is a rocket engineer and his mother is a researcher on a lunar rover. Both of them are scientists dedicated to the aerospace industry. Under their influence, Xiao buried his "dream of the universe" in his heart at the age of 6. The story interweaves the growth of young people with the history of China's aerospace development, telling the aerospace dreams of several generations.



Animal Stories Written by Heihe (4 Volumes)

《黑鹤的动物朋友·美绘本》(4册)

Author: Gerlachimug Heihe

Publisher: Fujian Children's Publishing House (Jun 2024)

ISBN: 978-7-5395-8137-8, 978-7-5395-8360-0, 978-7-5395-8300-6, 978-7-5395-8444-7

Contact: Wu Juan 945960473@qq.com

There are 4 titles in this series, namely *Qiqige and the Wolf*; *Collie, My Childish Good Friend*; *Wolverine Trail* and *The Ancient Ballad of Nomadism*. These books tell the survival rules of the animal world with real stories, focusing on the love between animals and humans in nature.



China Publishing & Media Journal

(formerly named as China Book Business Report)

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