Chinese Publishing Industry Continues To Grow
The King Book  (5 Volumes)

The only fantasy story for young adults written by Cao Wenxuan, the Winner of 2016 Hans Christian Andersen Awards and won China Outstanding. Archenemy Xi is ruling the country, and people lived extremely misery. The King Book which escape from the burning fate was picked up by a child cowherd named Mang, when Archenemy launched book burning movement. Therefore, Mang command the world by the guide of this book. He not only receives support, but also conquers mountain city. The younger Mang’s extraordinary grown journey set out. The King Book in fiction is alive actually, and also experience solitary, pain, exciting and joy. What he told the hero Mang is not only Military Strategy, but also the philosophy of the world—philosophy of exist and life, that lead Mang grown up.

The First Magic Bag (184 pp)
The Second Magic Bag (198 pp)
The Fire Oak (194 pp)
The Forbears Stone (184 pp)

Little Surprise Series  (20 Volumes)

This is very characteristic of early childhood picture series. The language employed in the stories is concise, and the repetition is rhythmic, which is easy to accept for children. The end of the story is creative and surprising, and it can stimulate children’s creative thinking ability. Many professional illustrators were invited to drag in this series, with diverse styles. By adopting the authentic standard English translation from the Harvard linguistic genius, Josh Steinberg, provides the necessary references to the bilingual families. The Arabic edition will be published by Egypt Jieli Culture & Publishing Company this year.

The Universal Egg (184 pp)
Pub date: August 2014 Dimensions: 180mm × 210mm Binding: Paperback Age: 0—3 Rights: Vietnamese, Chinese Traditional, Chinese and English (Malaysia), Arabic Rights Sold

E-mail: jielirights@foxmail.com Website: http://www.jielibj.com
Chinese Publishing Industry Continues To Grow

By Chinese Institute of Press and Publishing Science

In 2015, the Chinese press and publishing industry maintained a rapid growth as its operating revenue topped 2.1 trillion yuan. Publishing, printing and distribution services achieved an operating revenue of 2.16559 trillion yuan nationwide, representing an increase of 168.88 billion yuan compared with 2014, a growth of 8.5%. Book publishing structure was further optimized, and the number of reprinted editions and the total number of circulating copies increased significantly. 215,000 kinds of reprinting books were published, representing an increase of 23,000 and a growth of 11.9%. There were 4.62 billion volumes (copies) of reprinted books – an increase of 490 million volumes (copies) and a growth of 11.8% - which significantly exceeded the output of new editions. Digital publishing continued to maintain a high growth, securing its place as the central development of the industry. The digital publishing operating revenue achieved 440.39 billion yuan, representing an increase of 101.62 billion yuan compared to 2014, or a growth of 30.0%. Digital publishing accounted for 20.3% of total industry operating revenue, increasing 3.4%. The growth contribution rate for the operating revenue of the whole industry was 60.2%; growth rate and growth contribution rate ranked first in each category for the press and publishing industry. Meanwhile, the challenges of newspaper publishing mounted. By 2015, newspaper publishing had seen a sharp decline; the total volume of newspaper editions and copies decreased by 7.3% and 19.1% respectively, while the operating revenue and gross profit in newspaper publishing declined by 10.3% and 53.2%. The main business revenue and gross profit of 43 newspaper groups declined, by 6.9% and 45.1% respectively. Of these 43 groups, 31 had operating profit loss, an increase of 14 groups compared with 2014.

Foreign copyright trade and publication exports showed steady growth, while digital publication exports witnessed a further increase. In 2015, there were 10,471 kinds of copyright output nationwide, an increase of 1.7% compared with 2014. Types of introduction copyright declined by 1.4% since last year, totaling 16,467 in 2015. The ratio of output copyright types and introduced copyright types remained at 1:1.6, the same level as 2014. Export of books, newspapers, periodicals, audio-visual products, electronic publications and digital publications nationwide totaled $104,856,000, an increase of 4.4%, while digital publications export revenue reached $23,669,000, which constituted an increase of 12.7% and accounted for 22.6% of total export value. The number of imported philosophy and social sciences books was 522,000 in 2015, a 24.5% decrease from the previous year; the import value was $18,492 million, representing a decline of 4.6%.

The overall scale of publishing and media groups improved steadily, while operation conditions exhibited significant differences. 119 groups nationwide achieved a main business income of 300.18 billion yuan, representing an increase of 18.7 billion yuan compared with 2014, or a growth of 6.6%. Total assets reached 601.81 billion yuan, which increased by 67.02 billion yuan for a growth of 12.5%; the owner’s equity was 317.81 billion yuan, which increased by 35.75 billion yuan to constitute a growth of 12.7%. There were 16 groups with total assets of more than 10 billion yuan. The total assets, main business income and owner’s equity of Jiangsu Phoenix Publishing & Media Corporation Limited, Jiangxi Province Publishing Group Company, Hunan Publishing Investment Holding Group Co., Ltd. and Zhejiang Publishing United Group totaled more than 10 billion yuan, and the companies achieved top rankings among the “triple-10 billion” groups. Assets and main business income of Anhui Publishing Group, Hubei Changjiang Publishing & Media Group (stock) Co., Ltd., Hebei Publishing Media Group Limited Liability Corp. and Anhui Xinhua Issuing (Group) Co., Ltd. both totaled more than 10 billion yuan, which formed the “double-10 billion” league. Profitability among various types of groups differed significantly. The average rate of total assets profit of issuing groups improved, reaching 6.0%. Book publishing groups totaled 5.2%, printing groups 2.6%, and newspaper and periodical publishing groups 1.5%, all signaling a decline. The average rate of total assets profit of Hunan Xinhua Bookstore Co., Ltd. and Yunnan Xinhua Bookstore Group Co., Ltd. were both more than 10.0%.

Listed companies performed excellently, as the integration of traditional publishing and emerging publishing deepened. By the end of 2015, the total market capitalization of 32 publishing and media enterprises listed in mainland China’s stock market was 609.6 billion yuan, which increased 308.87 billion yuan - a growth of 102.7%.
growth rate took the lead in media and entertainment boards. Publishing, issuing and printing industries maintained outstanding performances; the average return on assets exceeded the industry average, which maintained high profits. Increased integration of content, channels, platforms, operation, management and other aspects of traditional publishing and emerging publishing occurred alongside increasingly apparent development of “Media + Internet,” “Media+Finance,” and “Media+ Service.” Chinese Universe Publishing And Media Co., Ltd., Jiangsu Phoenix Publishing & Media Corporation Limited, China South Publishing & Media Group Co., Ltd. and Time Publishing and Media Co., Ltd. took on new business forms and saw substantial growth. The revenues of digital publishing and other new business ventures of Chinese Universe Publishing And Media Co., Ltd. increased 1404.9% compared with 2014, accounting for 29.3% of main business income.

The national reading rate continued to improve, while digital reading witnessed a particularly rapid growth. In 2015, the comprehensive reading rate across China in all mediums was 79.6%, an increase of 1% compared to 2014 statistics. The national book reading rate was 58.4%, increasing 0.2% from the previous year, while the rate of digital reading was 64.0%, increasing 5.9%. The growth rate was much higher than national book reading rate, reflecting the profound changes that national reading rates are undergoing.

I. Industry Scale

In 2015, book publishing witnessed a steady growth. The total number of printed copies as well as the operating revenue of newspaper publishing saw an overall decline, while digital publishing maintained rapid growth. The number of publication distribution sites continued to shrink, though operating revenue maintained a steady growth. Traditional publication export value increased steadily, and digital publication export underwent a rapid growth. Digital publishing, printing and copying, and publication distribution became the “troika” that drives the f news publishing industry. The growth rate and growth contribution rate of digital publishing were both ahead in each category of the news publishing industry.

Table 1: The Total Volume Scale of Audio and Video Publishing

<table>
<thead>
<tr>
<th>Total Volume Indexes</th>
<th>Quantity</th>
<th>Increase or Decrease Compared with 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Varieties</td>
<td>15372</td>
<td>0.11</td>
</tr>
<tr>
<td>Publishing Quantity</td>
<td>29418.22</td>
<td>-10.42</td>
</tr>
<tr>
<td>Operating Revenue</td>
<td>26.25</td>
<td>-10.13</td>
</tr>
<tr>
<td>Total Profit</td>
<td>3.93</td>
<td>-4.38</td>
</tr>
</tbody>
</table>

II. Rankings of Publishing and Media Groups

In 2015, the income and assets of publishing & media groups achieved rapid growth. The overall scale continued to grow, and the occupied ratio of industry further improved. 16 groups boasted total assets of more than 10 billion yuan. Of these, 4 groups’ total assets, main business income and owner’s equity totaled more than 10 billion yuan, and ranked first among the “triple-10 billion” groups. The operation conditions among various kinds of groups differed, and profits varied significantly. The total profit of issuing groups exhibited significant growth, and the average total profit rate of assets improved. Meanwhile, the profits of book publishing groups and printing groups decreased, and the profits of newspaper and periodical groups saw a particularly sharp decline. The total assets, main business income and owner’s equity of Jiangsu Phoenix Publishing & Media Corporation Limited, Jiangxi Province Publishing Group Company, Hunan Publishing Investment Holding Group Co., Ltd. and Zhejiang Publishing United Group all totaled more than 10 billion yuan, securing them rankings among the

Table 2: The Total Volume Scale of Digital Publishing

<table>
<thead>
<tr>
<th>Total Volume Indexes</th>
<th>Quantity</th>
<th>Increase or Decrease Compared with 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribution Dots of Publication</td>
<td>163650</td>
<td>-3.52</td>
</tr>
<tr>
<td>Total Sales of Publications</td>
<td>2563.74</td>
<td>6.14</td>
</tr>
<tr>
<td>Operating Revenue</td>
<td>3234.02</td>
<td>6.95</td>
</tr>
<tr>
<td>Total Profit</td>
<td>259.67</td>
<td>1.87</td>
</tr>
</tbody>
</table>

Table 3: The Industry Structure
“triple-10 billion” groups. Moreover, the total assets of China Education Publishing & Media Group Ltd., China Publishing Group Corporation, Shandong Publishing Group Limited and Central China Publishing & Media Investment Holding Group Co., Ltd. were more than 10 billion yuan.

Four economic scale indexes – main business income, total assets, owner’s equity and profit – were selected from group financial statements, and through principal component analysis, a comprehensive evaluation of the overall economy of book publishing groups was executed. The top 10, in descending order, were: Jiangsu Phoenix Publishing & Media Corporation Limited, Hunan Publishing Investment Holding Group Co., Ltd., Jiangxi Province Publishing Group Company, China Education Publishing & Media Group Ltd., Zhejiang Publishing United Group, Anhui Publishing Group, Hebei Publishing Media Group Limited Liability Corp., China Publishing Group Corporation, Shandong Publishing Group Limited and Hebei Changjiang Publishing & Media Group (stock) Co., Ltd.

Compared with 2014, Hebei Changjiang Publishing & Media Group (stock) Co., Ltd. ranked in the top 10 while Central China Publishing & Media Investment Holding Group Co., Ltd. lost their previous top 10 ranking. Among those groups remaining in the top 10, the rankings of Jiangxi Province Publishing Group Company and Anhui Publishing Group moved up, while the rankings of China Education Publishing & Media Group Ltd. and Hebei Publishing Media Group Limited Liability Corp. dropped.

### Table 4: The Book Publishing Groups Top 10

<table>
<thead>
<tr>
<th>Overall Ranking</th>
<th>The Groups</th>
<th>Overall Evaluation Score</th>
<th>2014 Ranking</th>
<th>Ranking Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jiangsu Phoenix Publishing &amp; Media Corporation Ltd.</td>
<td>3.0965</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Hunan Publishing Investment Holding Group Co., Ltd.</td>
<td>1.8193</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Jiangxi Province Publishing Group Company</td>
<td>1.6457</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>China Education Publishing &amp; Media Group Ltd.</td>
<td>1.4274</td>
<td>3</td>
<td>-1</td>
</tr>
<tr>
<td>5</td>
<td>Zhejiang Publishing United Group</td>
<td>1.0451</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Anhui Publishing Group</td>
<td>1.0228</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>7</td>
<td>Hebei Publishing Media Group Limited Liability Corp.</td>
<td>0.9976</td>
<td>6</td>
<td>-1</td>
</tr>
<tr>
<td>8</td>
<td>China Publishing Group Corporation</td>
<td>0.9033</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td>9</td>
<td>Shandong Publishing Group Limited</td>
<td>0.6376</td>
<td>9</td>
<td>0</td>
</tr>
<tr>
<td>10</td>
<td>Hebei Changjiang Publishing &amp; Media Group (stock) Co., Ltd.</td>
<td>0.5570</td>
<td>11</td>
<td>1</td>
</tr>
</tbody>
</table>

### III. Rankings of Book Publishing Houses

In 2015, the revenue, assets and profits scale of issuing groups showed significant growth. 27 issuing groups achieved a main business income of 91.3 billion yuan, which increased by 13.88 billion yuan compared with 2014, constituting a growth of 17.9%. Assets totaled 130.43 billion yuan, which increased by 16.94 billion yuan (a growth of 14.9%), and profits reached 7.35 billion yuan, which increased by 1.3 billion yuan from the previous year (a growth of 21.4%).

Both the total assets and main business income of Anhui Xinhua Issuing (Group) Co., Ltd. exceeded 10 billion yuan, and it became the only “Double 10 billion” issuing group. Assets of Sichuan Xinhua Issuing Group Co., Ltd. totaled over 10 billion yuan, and since Shanghai Xinhua Issuing Group Co., Ltd. quit, the number of publishing groups with total assets of 10 billion decreased from two in 2014 to one in 2015.

### Table 5: The National Book Publishers Top 10

<table>
<thead>
<tr>
<th>Overall Ranking</th>
<th>Book Publishers</th>
<th>Overall Evaluation Score</th>
<th>2014 Ranking</th>
<th>Ranking Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>People’s Education Press</td>
<td>14.2827</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Higher Education Press</td>
<td>10.2724</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Foreign Language Teaching and Research Press</td>
<td>5.7202</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>People’s Medical Publishing House</td>
<td>4.4539</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Science Press</td>
<td>3.5864</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>The Commercial Press</td>
<td>3.5490</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>Phoenix Publishing &amp; Media Network</td>
<td>3.3465</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>Chongqing Publishing Group</td>
<td>3.1540</td>
<td>3</td>
<td>-3</td>
</tr>
<tr>
<td>9</td>
<td>Beijing Normal University Press</td>
<td>2.8564</td>
<td>9</td>
<td>0</td>
</tr>
<tr>
<td>10</td>
<td>Sichuan Education Publishing House</td>
<td>2.7598</td>
<td>12</td>
<td>2</td>
</tr>
</tbody>
</table>
Digital Publishing Continues to Rise

By Chinese Institute of Press and Publishing Science

1. Analysis of digital publishing industry revenues

A. Revenues continue to rise

In 2015, the overall revenues of the domestic digital publishing industry were 440.385 billion yuan, an increase of 30% over 2014, while the revenues of the digital news and publishing industry increased to 20.5% from 17.1% in 2014. Revenues from online periodicals were 1.585 billion yuan, from eBooks 4.9 billion yuan, from digital newspapers 960 million yuan, from blogs 1.38 billion yuan, from online music 55 billion yuan, from online animation 4.42 billion yuan, from mobile publishing 105.59 billion yuan, from online games 88.88 billion yuan, from online education 18 billion yuan and from online advertising 209.37 billion yuan. In 2015, revenues from digital newspapers and blogs were down from 2014.

Revenues from mobile publishing and online games accounted for 44.16%—i.e., nearly half—of total annual revenues, with these segments continuing to be the main drivers boosting revenues in the digital publishing industry as a whole. In other words, leisure and entertainment products represent a considerable proportion of digital publishing products. Total revenues from online periodicals, electronic books and digital newspapers increased by 6.66% over 2014, still representing only a relatively low percent (1.69%) of the total revenues from digital publishing.

From 2006 to 2015, revenues from online periodicals increased from 0.5 billion to 1.585 billion yuan. Though online periodicals saw some minor fluctuations during these 9 years, the overall trend has been one of growth, with revenues leveling off during the last two years. From 2006 to 2015, revenues from eBooks rose from 1.5 to 4.9 billion yuan, maintaining an upward trend. However, eBooks’ share of the market is growing more slowly, indicating that user demand is reaching saturation; as a result, innovations in content, service and models, combined with mobile Internet, are of vital importance.

Online education is the main component of digital education publishing. After years of adjustments and market competition, the industry has made substantial progress and shows significant potential for development, with revenues of 18 billion yuan in 2015.

B. Number of subscribers holds steady

By the end of 2015, total subscribers within China’s digital publishing industry reached 1.72357 billion. From 2008 to 2015, the number of users of online music and online game services increased by leaps and bounds. The number of users of blogs has also continued to rise, though studies have found that user rates have declined, with fewer people relying on blogs and personal spaces to interact online.

The number of registered users of online original literature has also maintained its momentum of rapid growth.

C. Number of e-book titles increases significantly

The number of e-book titles increased from 1 million in 2013 to 1.7 million in 2015, an increase of 70%. This includes over 1.2 million e-books on Chaoxing and over 400,000 e-books on Dangdang. A massive e-book platform has gradually taken shape. The number of original online works has increased to 2.56 million in 2015, a development linked closely to the gradual establishment of self-regulatory mechanisms for original online work platforms, government guidance, standardized content management and increasing attention to the value of intellectual property.

2. Analysis of digital publishing industry trends

A. A new blueprint for industrial development has been drafted

“The Development Plan for Digital Publishing during the 12th Five-Year Plan Period” was the first special five-year plan for digital publishing and had far-reaching implications for the digital publishing industry. The overall situation is positive after the plan’s implementation during the past five years. Everything went smoothly, and now the next plan, “The Development Plan for Digital Publishing during the 13th Five-Year Plan Period,” has been drafted as well.

B. The industry continues transforming, upgrading and integrating

By 2015, the news and publishing industry had made further breakthroughs in terms of transforming, upgrading and integrating. In April 2015, the State Administration of Press, Publication, Radio, Film and Television of the People’s Republic of China and the Ministry of Finance jointly issued the “Guiding Opinions on Promoting Integrated Development of Traditional and Emerging Publishing,” which clearly sets out the strategies and development requirements for continued integration of the news and publishing industry. Meanwhile, in July 2015, the State Administration of Press, Publication, Radio, Film and Television of the People’s Republic of China announced that a second batch of 100 model companies would undergo transformation. The total number of model companies that have made the transition from traditional to digital publishing has reached 170.

It is worth noting that professional publishing companies have made significant progress in exploring an expert service mode, including...
resource databases, specialized online education, professional digital tool books and other products. Today, management departments are experimenting with digital content resources and specialized knowledge service models to promote the transformation, upgrading and integration of professional publishing.

The transformation, upgrading and integrating of education publishing units and public publishing units has been particularly successful, with their development models and products becoming increasingly rich and diverse.

By 2015, the production of and technology for information content had become more integrated. In November 2015, Xinhua News Agency launched a new small robot called the Kuai Bi Xiao Xin writing project, which greatly enhances writing efficiency and the editing process; Xinhua News Agency and Baidu have joined together to provide the public with high-quality information services; and the news publishing industry has made preliminary forays into virtual reality and augmented reality technology, particularly in the areas of popular science and children’s book publishing, with books that rely on VR/AR technology to create a richer reading experience that goes beyond that offered by traditional paper books.

C. Online literature develops rapidly

Online literature developed at a vigorous pace in 2015. Data shows that, in 2015, revenues from online literature reached 7 billion yuan and the number of users reached 350 million. Currently, online literature represents the main component of digital reading content and revenues.

The online literature industry has assumed its preliminary shape. Following the creation of Baidu Literature at the end of 2014, Tencent introduced China Reading Limited, Ali Literature was established in April 2015, the Zhangyue iReader technology created the Zhangyue Literature Group in early 2015, China Mobile established the China Mobile Migu Digital Media Co., Ltd., in April 2015.

The management of the online literature industry also continued to improve. Relevant departments have not only strengthened the management of online literature but also occasionally re-read and edit online literary content. Meanwhile, to improve management of online digital publishing, the industry strengthened its editing of website content, the business training and qualifications of its website auditors, and moved towards greater standardizing of online literature publishing.

The mainstreaming of online literature moved into the fast lane. In late 2015, the China Writers Association founded the Internet Literature Committee, and over a dozen provinces (including Shanghai, Guangdong, Zhejiang and Jiangsu), under the leadership of the Writers Association, have set up online writers associations, online literature committees and other relevant organizations and institutions. In other words, online literature is gradually gaining recognition in the mainstream, and authors of online literature have found a home.

D. Digital education publishing shows preliminary effectiveness

In 2015, supported by the country’s vigorous and ongoing promotion of online education, the field of digital education publishing – which is dominated by online education – continued to heat up.

Traditional publishing companies continued the transition process by extending their industrial chains and implementing cross-sector integration, with these efforts showing preliminary effectiveness. First, the companies actively used their own high-quality education and publishing resources to build online education platforms and to develop digital education products. Second, they actively cooperated with Internet companies, combining their respective strengths for everyone’s benefit, creating win-win situations. Third, they actively used capital markets to promote integration with capital backing. Fourth, they established independent technology companies with more flexible mechanisms for transitioning to digital education.

In 2015, emerging digital publishing companies also increased their digital education structures. Baidu established an education division in December 2015, while Tencent and Taobao actively entered into strategic cooperation with IT companies and educational institutions. In addition, 17zuoye, together with other emerging online education companies, also proved to be an important force in contributing to the development of digital education publishing.

E. Digital content copyright operations receive significant attention

2015 was the first year of the IP era. The film and video adaptations of “The Lost Tomb,” “The Journey of Flower,” “Nirvana in Fire” and a number of other well-known online literary works were very successful, setting off a wave of adaptations of IP. This attests to the new vitality of publishing industry content operations, creating new opportunities to continue to integrate the industry. Publishing companies promoted the full exploitation and use of high-quality content and built a diversified business model through copyright for digital content. Emerging publishing companies accelerated the competition around original IP. Baidu, Tencent, Alibaba and other companies now all handle the comprehensive range of online products – literature, games, video, etc. – with the result that an industry chain for original content copyright has begun to take shape.

With the growing interest in IP, companies have shifted their focus from printing online literature to finding, nurturing and developing the potential of IP. This involves synchronizing and diversifying traditional book publishing, animation, online games, film, and hobby spin-offs, focusing comprehensive operations and all industry chain operations on IP and operating all business segments to create synergistic effects, thus shortening the IP realization cycle, expanding brand influence and extending the life cycle of IP to maximize its market value.

IP has activated culture capital markets. Relevant statistics show that, in 2015, there were 42 IP-related acquisitions in the domestic market, for 39 of which the acquisition amount was disclosed, representing a total of 20.959 billion yuan in mergers and acquisitions. The acquired companies specialize in literature, animation, games,
television and other fields.

G. Industry’s security system improves and approaches completion

Progress was seen in industry security, thanks to stronger legal and administrative measures. Sohu video, Tencent, Youku, Tudou, Phoenix video, iQIYI and other Internet companies established a legal copyright union for online videos in July 2015, while Baidu SkyDrive, together with six other video sites and partners, signed the SkyDrive copyright protection declaration to work together to prevent piracy on SkyDrive.

3. Analysis of digital publishing industry trends

A. Top-level design key in industry’s development

As China enters the “The 13th Five-Year Plan” period, the aim is to continue to promote the country’s emerging cultural industry and to create a better environment for the sustainable development of its digital publishing industry. Under “The 13th Five-Year Plan,” the emerging cultural industry is expected to continue to exhibit strong development potential and maintain its rapid growth.

In 2016, significant changes were seen in the allocation of the central government’s special funds for the development of the cultural industry, the focus being on funding major projects. In other words, the central government’s funds were dedicated above all to “supporting the stronger and superior” elements of the cultural industry, with more emphasis placed on leveraging financial funds. This meant a more controlled approach to the state’s financial support of the cultural industries – not just giving them more power, but also setting higher expectations for the digital publishing industry.

At the governmental level, a development plan for digital publishing and technology and a special plan for news publication, radio and television were introduced, both designed to play an important role in guiding the digital publishing industry during “The 13th Five-Year Plan.”

B. Mechanisms for industry innovation gradually improve

Driven by a national strategy of “public entrepreneurship and innovation,” an environment conducive to innovation and entrepreneurship in the publishing industry has gradually taken shape.

“Public Creation Spaces” for the cultural and creative industries have appeared rapidly across the country, establishing a useful platform for innovation and entrepreneurship in the emerging cultural industries, including digital publishing, and playing an active role in promoting business and the incubation of talent. In addition, various funds have provided important support for innovation and entrepreneurship in the industry, while innovative projects have further promoted innovation.

At the same time, the accelerated promotion of “Internet +” aims to deepen the integration of science, technology and publishing, strengthening the supporting role of science and technology in the development of the digital publishing industry. The widespread application of big data, cloud computing, virtual reality, artificial intelligence and other next-generation technologies in the publishing industry will promote innovations in content, products, models and business in the publishing industry, enhancing publishing service capabilities, promoting the transition and upgrading of the publishing industry, and deepening the integration of the publishing industry.

C. E-books shift focus from equipment to content

Over the past year, audiobooks and online literature developed at a good pace, yet much room for improvement remains in the future in terms of boosting the market share of original e-books. At the same time, publishing companies need to accelerate the development of various innovations in electronic book products, including audio books, to meet consumers’ increasingly diverse reading needs.

In terms of devices, the past two years have seen some development in China’s electronic readers, with new firms continuing to enter the market. Zhangyue released its second-generation iReader Plus e-reader in May 2016, while JingDong launched its first JDRead reader through crowdfunding. In March, China Reading Limited also announced that they would enter the market for e-reading devices. The new generation of e-book readers shows greater attention to design details and focuses more on creating brand-specific features. A market environment for the development of e-readers is gradually forming, guided by the concept of shifting the industry’s development from “core equipment” to “core content.”

D. Publishing resources and capital become increasingly integrated

In recent years, publishing resources and financial capital have become increasingly integrated, setting off a flurry of mergers and acquisitions and the listing and financing of more and more cultural enterprises. The capital market has become central to enabling publishing companies to transition and upgrade.

ChineseAll, DuZhe Publishing & Media Co., Ltd. and other cultural enterprises all entered the market. Beijing Hufa Culture Communication Co., Ltd. under Guangxi Normal University Press (Group), was listed on three markets, as was Beijing Education Holding, under Beijing Publishing Group and CITIC Press Group, opening up new channels for financing and valuation. In May 2016, Dragonsource Digital Media Group was also listed on three markets.

The publishing industry has seen more and more mergers and acquisitions. Not only have industry leaders expanded the industrial chain through mergers and acquisitions, but traditional publishing companies have also achieved the transition to the cultural industry through cross-sector mergers and acquisitions, thus promoting intensified integration of vertical segments of the cultural industry. At the same time, the capital means by which the publishing industry has achieved this upgrade have diversified increasingly. For example, in November 2015, China South Publishing & Media Group announced the proposed establishment of the media publishing industry’s first asset management company.
The First Digital Copyright Protection System Launched in China

By Zhang Li

A new technology project, The Research and Development of Digital Copyright Protection, has been successfully completed after five years of research. This article introduces the most important information related to this project and its outcome.

I. Technological Overview

The Research and Development of Digital Copyright Protection (referred to as the Copyright Project) is one of the major technology projects listed in the Outline for National Culture Development Planning of China. It was officially launched in 2011, and completed and accepted in 2016.

The Copyright Project covers 26 subjects, including technology studies, system development, building platforms, formulating standards, overall integration, and application demonstration. Twenty-four organizations have participated in the management, research, development, and integration of the Copyright Project.

The objectives of the project are to explore copyright protection in a digital environment; provide a third-party public service platform led by the government to enable the digital transformation of publishing houses; and to build a set of technical solutions on digital copyright.

II. Research and Development Results of the Copyright Project Technology

More than two thousand people from over 20 organizations collaborated with each other, and spent five years on the research of the Copyright Project. Finally, 25 engineering standards and interface specifications divided into four categories were established, and a standard system of digital copyright protection was formed. And on this basis, the Copyright Project also developed supporting technologies for digital copyright protection, such as segmented control of content, rich media protection, digital watermarking, media fingerprinting, and reliable
This picture shows the scene where the Copyright Project was completed in December 2016. Sun Shushan, Member of the Party Leadership Group and the deputy director of State Administration of Press, Publication, Radio, Film and Television, attended this meeting and delivered a speech.

transaction counting. For mobile publishing, internet publishing, self-publishing, and other business models, the Copyright Project developed five application systems for copyright protection. It also built the three public service sub-platforms: registration and management of digital contents, credible transaction data management of copyright protection, and internet infringement tracking. Through consolidation and integration, the Copyright Project established a comprehensive management and service platform for digital copyright protection.

The research and development results of the engineering technology is shown in the following diagram:

1. Major Key Technologies
   (1) Segmented control technology of digital content

   This technology supports segmented authorization control for pieces of content like chapters, sections, pages, pictures, and other combination methods. With the help of this technology, publishers and distributors of digital content works can segment and encrypt digital works, and provide authorization, analysis and decryption based on what copyright of each piece of content.

   (2) Copyright protection technology for multiple devices

   Because there are so many reading devices on the market, the Copyright Project technology can extract a unique identifier from various digital reading devices. This function can enable authorization of content on multiple devices or across shared networks.
(3) Content sales and distribution

Based on the segmentation of copyright in different types of content, the Copyright Project technology can authorize usage of content samples, streamline B2C and distribution, track borrowing, and provide publishers with information about the authorized distribution of their content.

(4) Online Reading

The Copyright Project supports online content, and at the same time, carries out copyright protection and management, mainly through conversion of document format, data encryption, access control, and other server-side technology. Security technologies, such as data obfuscation, encrypted channel transmission, and real-time decryption, are also part of the platform. This technology enables publishers to immediately, quickly, and securely disseminate digital content.

(5) Adaptive digital multimedia watermarking technology

Adaptive digital watermarking technology embeds copyright ownership into the protected text, images, videos, and audio files, and it tracks cases of infringement, without affecting the readability or integrity of the original files. By embedding copyright information into content before its released, publishers and retailers can ensure the protection, verification, and tracking for copyright.

(6) Media fingerprint technology

By extracting the unique characteristics (media fingerprint) from the digital content that can identify the work, the Copyright Project has achieved the goal of identifying and managing media in a way similar to human identity management. The idea is to gradually establish a media fingerprint database for digital content, then use fingerprint comparison technology to automatically detect when content has been copied, either legally or in breach of copyright. This technology can provide technical support for digital copyright protection, and for testing, authentication, and supervision of online content.

(7) Rich media copyright protection
technology

When images or videos are released on the internet, rich media copyright protection technology can track how that content is consumed and shared by embedding copyright information directly into the media files.

2. Main Application System

(1) Copyright protection application system about Internet publishing

In the application system, publishers are able to securely deliver their digital content to distributors, and the distributors can also carry out secondary distribution of this digital content. The system allows publishers to track and protect their digital content, even as it travels between distributors.

(2) Copyright protection for rich media newspapers

Rich media protection can provide technical support for newspapers, in areas like sales, subscription, online reading, and browsing of rich media content. The goal is to help newspapers handle various sales strategies and subscriber management in an online environment.

(3) Copyright protection for publishers

The Copyright Project system enables presses themselves to manage their own digital content assets. The system processes, encrypts, and authorizes distribution of the content. Publishers can increase their control over their digital content sales and distribution using a single platform.

(4) Print-on-demand copyright protection application system

The Copyright Project platform includes print-on-demand control that increases the security of content as it is sent to printers or third-party service providers. This technology helps ensure that the content is not leaked during the transfer process, and it monitors the print run to prevent the unauthorized print copies from being produced and sold.

3. Public service platform

The core of the Copyright Project is to provide comprehensive digital copyright protection using a single digital platform, including the following three sub-platforms:

(1) Digital content registration and management sub-platform

This service offers a way for publishers to register the copyright of their digital content and certify ownership of content.

(2) Trusted data transaction management sub-platform

By monitoring and managing data transfer and collection, the platform can help content owners protect their content and copyright as the data is sent to third-party service providers. The Copyright Project platform helps with credible data queries and works to maintain the integrity of data transfer.

(3) Network infringement tracking sub-platform

This sub-platform tracks network activity for copyright
enables segments of content—chapter, section, page, etc.—to be projected by copyright. Device-agnostic copyright protection helps ensure that digital content is protected no matter how users are consuming digital content. The platform’s media fingerprint technology can be used to efficiently identify a piece of content and extract information about it. This also enables better copyright infringement tracking. Adaptive digital watermarking technology can be implemented without affecting access to the original document, changing integrity of the text, images, video and audio and other different types of works embedded in the content.

V. The Scope and Objects of Services

The Copyright Project can provide digital content and copyright registration, copyright infringement tracking, and other digital rights protection services for individuals and publishing companies. The platform also provides digital copyright protection and technology solutions for publishing companies, including digital content sales agents, patent licensing, technical services, business training, and related industry expertise. Media organizations, copyright administration agencies, law enforcement agencies, collective management organizations and related industry organizations can use the platform to gather and verify evidence of copyright infringement.

Contacts: Luan Jingjing 010-83060197
Li Xiaojing 010-83067301
Address: Room 1104, China Cultural Building, No.57, Honglian South Road, Xicheng District, Beijing, China
E-mail: cndrms@bqimo.com

III Engineering Intellectual Property Achievements

1. Patents

The Copyright Project applied for 41 patents in total, 6 of which were officially authorized by the State Intellectual Property Office of China.

2. Software Copyright

The Copyright Project registered 62 pieces of software: 26 pieces are software class, 13 pieces are system class and 23 pieces are standard specification class.

IV Main Spotlight

The Copyright Project has built the only third-party public service platform (digital copyright protection management and service platform), which is the only government-led, third-party, digital rights protection system. It can provide the publishing industry and the public with copyright registration, processing, and tracking. Users retain control of their content and copyright, and can use the platform to increase the security and efficiency of working with this content.

The project achieved a number of technical breakthroughs. Its digital content segmentation technology
Children's Books and Literature Lead the Market

By Su Guoli

The development of China’s domestic book market dates back to the 1990s, when the signing of the "Universal Copyright Convention" and "the Berne Convention" marked China as an official member of the international publishing alliance. After joining the WTO in 2001, the copyright trade between China and foreign countries and regions has accelerated. In recent years, introduced books have become an important part of China’s book market. The market scale has increased every year, forging a lively scene in which various themes and categories have flourished as bestsellers emerge one after another.

The Market Scale Expansion Year by Year

Since 2012, the introduced books market has maintained steady growth. From January to June 2016, the fixed price of introduced books accounted for 16.57% of the overall book market’s fixed price, representing an increase of 0.8% compared with the same period last year. The cumulative number of sales varieties was 139,121, representing an increase of 9,451 varieties compared with the same period last year.

In the first half of 2016, the OpenBook "National Book Retail Observing System" monitored a total of 149 introduced regions. The regional structure of fixed price proportions among the top 10 remained unchanged, and the United States, Britain, Japan, France and South Korea steadily comprised the top 5 regions. Britain and the United States became the main forces of the introduced book market in China as well as globally. Trends emerging from Japan and South Korea – a steady flow of literature, film, music and more - have disseminated throughout the world through contemporary media channels. It is understandable, then, that Japan, France and South Korea have also become China’s major copyright introduction countries.

In terms of book categories, the top 5 subdivisions of fixed price proportion were children’s literature, academic culture, language, economics and management. Among them, the fixed price of children’s introduced books accounted for 36.75% of the total fixed price of introduced books, a year-to-year increase of 0.82%. The fixed price proportion of literature was 21.19%, constituting a growth of 1.57% from last year. The fixed price proportions for books on academic culture, language, economics and management introduced books were all less than 10%, showing a decline from last year. Regarding the structure of the modern publishing industry, copyright trade in general publishing has become increasingly popular, but has been subject to the content itself; in most cases, it focused on the introduction of bestselling books and long-time bestsellers. During the first half of 2016, there were 19 kinds of introduced books in the OpenBook children’s books bestseller list (Top100), 31 kinds of introduced books in the literature bestseller list (Top100), 33 kinds of introduced books in the biography bestseller list (Top100), and 40 kinds of introduced books in the psychological self-help bestseller list (Top100).

Children’s Books and Literature Performed Well

In bookstore channels, children’s books and literature were two largest subdivisions in the introduced books market. Significant differences were observed among copyright introduction regions. Children’s books came mainly from the United States, Britain, France, Korea and Germany, and the fixed price proportion of these five major regions totaled over 75%. Literature came principally from the United States, Japan, Britain, France and Colombia; the fixed price proportion of these five major regions reached more than 80%.

Among different kinds of children’s books, introduced books accounted for more than half of cartoon and picture books, almost half of science encyclopedias, and 30% of children’s literature. Although introduced books accounted for a relatively small proportion of children’s literature, certain quality books rose to the top of the market.

Among bestsellers, the Japanese writer Tetsuko Kuroyanagi’s "Ba Academy Series - Little Peas Bedside Windows" has always been
a popular children's literature book. Since it was first published in 1981, "Ba Academy Series - Little Peas Bedside Windows" has been translated into 33 languages and has sold over 700 million copies worldwide. The book garnered praise for its detailed description and thoughtful reflection on the state of education. In the cartoon and picture book market, introduced books performed outstandingly – in particular, "Xinyi World Featured Picture Books." This series boasts colorful illustrations and heartwarming storylines. In addition, the masterpiece "Ivy Illustrated Series - Father and Son" by the German humorist E.O. Plauen ranked first in this category's bestseller list. With bilingual text, this book allows children to enjoy themselves while learning English.

In literature, American author Khaled Hosseini's "The Kite Runner" and Japanese writer Higashino Keigo's "Miracles of the Namiya General Store" and "Journey Under the Midnight Sun" ranked as the top 3 introduced literature bestsellers. After years on the Chinese market these books have maintained greatness; the Chinese translation of "The Kite Runner" has been available for 10 years but its popularity has not abated.

**The Boom of Film and Television Books**

Riding the wave of the entertainment industry's success, literature intersected increasingly with film and popular culture. In today's booming film industry, box-office hits have become fuel for bestsellers. Generally speaking, literature, film and TV series have complemented and enriched each other.

In the first half of 2016, books adapted from film and TV boasted outstanding performances. The top 3 bestsellers were all film and television books: Helene Hanff's "84. Charing Cross Road (Collector's Edition)," Disney's "Zootopia," and "Disney Movies Bilingual Reading – Zootopia." In April of this year, the movie "Beijing Meets Seattle II: Book of Love" made the translated book "84 Charing Cross Street," which has been published for more than a decade, a huge success. The book was praised as the "Bible for Book Lovers," and as the film succeeded, "84. Charing Cross Road (Collector's Edition)" also enjoyed great success on the market. In March of this year, Disney's latest animation "Zootopia" swept the global box office. The exquisite animated scenes and warmhearted story both offered a magnificent visual experience for moviegoers and garnered extensive public praise.

In addition, film and television adapted from books performed outstandingly. The movie “The Revenant” was adapted from Michael Punke's novel of the same name, recounting the adventures and misfortunes of a 19th century fur trapper and frontiersman on the hunt for revenge. As the protagonist Hugh Glass, Leonardo DiCaprio won the Academy Award for Best Actor in a Leading Role for the film adaptation. Following the success of the film, the novel also received a good market response. Michael Dobbs's novel "House of Cards" was named one of the greatest political thrillers in British history; the author was the former Vice-Chairman at the British Conservative Party headquarters, and many details in the book were taken from his own political career. The American television series of the same name has enjoyed outstanding success; in March of this year, the release of season 4 of "House of Cards" directed interest back to Dobbs's book.
Good Performance for Listed Publishing Companies

By Chinese Institute of Press and Publishing Science

I. Summary

In 2015, listed publishing and media companies maintained an overall stable trend of development, with a continuously expanding operating scale and output and profits that continued to grow. By the end of 2015, the total assets of listed publishing and media companies amounted to 196.854 billion yuan, an increase of 29.918 billion yuan (or 17.92%) over the end of 2014; the owner’s equity was 120.332 billion yuan, an increase of 21.11 billion yuan (or 21.28%) over the end of 2014; the annual operating income was 113.523 billion yuan, an increase of 13.776 billion yuan (or 13.81%) over 2014; and the net profit was 11.675 billion yuan, an increase of 408 million yuan (or 3.62%) over 2014.

Flagship publishing and media enterprises stand out. Flagship publishing and media enterprises performed particularly well. The total assets, operating income and owner’s equity of Phoenix Publishing & Media Group and China South Publishing & Media Group surpassed ten billion yuan, with both ranking among the “three billion” companies. The total assets and operating income of Chinese Media were each over ten billion yuan, making it a “double-ten billion” company. Together, these three companies accounted for more than a quarter of the overall size of listed publishing and media companies. The operating income of Hubei Changjiang Publishing & Media Group Co., Ltd., was over ten billion yuan, while the total assets of Huawen Media Investment Corporation, Kangde Xin Composite Material Group Co., Ltd., and Shanghai Zijiang Enterprise Group Co., Ltd., were each over ten billion yuan, making them both “ten billion” companies as well.

Companies maintain high profitability and solvency. In 2015, the average net asset yield of listed publishing and media companies was 10.64%, which is higher than the average level of 8.9% in the media and entertainment industry and 7.7% in the printing and packaging industry. By the end of 2015, the assets and liabilities ratio of listed publishing and media companies was 38.87%, down 1.69% over the same period the previous year, indicating that they maintained good long-term solvency.

Companies significantly outperform the two stock markets. By the end of 2015, the total market capitalization of listed publishing and media companies reached 609.581 billion yuan, an increase of 287.215 billion yuan (or 89.10%) over the end of 2014, significantly surpassing the Shanghai Stock Exchange Composite Index of 9.41% and the Shenzhen Stock Exchange Component Index of 14.98%.

Integration and digital transition continue to accelerate. The 2015 annual report of listed companies showed that publishing and media companies vigorously promoted integration and digital transformation, and actively explored new media, online publishing, online games, film and TV production, software development, data platforms and other new types of business, showing strong momentum in their overall development. For the reporting period, Chinese Media, Phoenix Publishing & Media Group, China South Publishing & Media Group and Time Publishing and Media Co., Ltd., in particular presented these new types of business as core businesses in their annual reports. Moreover, these new types of business achieved substantial growth, significantly improving their share. For Chinese Media, new business types showed a year-on-year increase of 1404.85%, accounting for 29.32% of operating income.

Another market boom is on the horizon. In 2015, Beijing Xunhuan Tech Co., Ltd., ChineseAll Digital Publishing Group Co., Ltd., and DuZhe Publishing & Media Co., Ltd., were listed as IPOs; Qingdao Citymedia Co., Ltd. (part of the Qingdao Publishing Group) completed a back-door listing; and the territory covered by listed companies expanded to city-level publishing and media enterprises. Finally, 14 newspaper publishing and media companies, including Shandong Publishing & Media Co., Ltd., were waiting to be audited by CSRC.

II. Analysis of overall business conditions

By the end of 2015, there were 32 publishing and media companies listed on mainland primary and secondary stock markets, with total assets of 196.854 billion yuan and owner’s equity of 120.332 billion yuan, which achieved annual operating income of 113.523 billion yuan and net profits of 11.675 billion yuan.

(A) Analysis of output and profits

1. Operating income grew rapidly; publishing and new media companies grew by over 20%.
In 2015, the operating income of listed publishing and media companies grew rapidly, reaching 113.523 billion yuan, an increase of 13.776 billion yuan (or 13.81%) over 2014. These companies included nine publishing companies with an operating income of 60.683 billion yuan, an increase of 10.724 billion yuan (or 21.47%) over 2014; and three new media companies with an operating income of 3.448 billion yuan, an increase of 614 million yuan (or 21.67%) over 2014. Hubei Changjiang Publishing & Media Group Co., Ltd., ranked first, with an operating income of 11.888 billion yuan, representing a year-on-year increase of 153.64%.

2. Net profits continued to grow, with publishing companies accounting for half of the entire market; new media companies showed strong growth while the profits of newspaper companies fell sharply.

(B) Analysis of company scale
1. There were four newly listed companies in 2015 and 14 companies waiting to be audited; another market boom is on the horizon.

By the end of 2015, there were four newly listed companies (two publishing companies and two new media companies) and 32 publishing and media enterprises listed on primary and secondary stock markets in mainland China. Of these, Beijing Kunlan Tech Co., Ltd., ChineseAll Digital Publishing Group Co., Ltd., and DuZhe Publishing & Media Co., Ltd., were listed as IPOs; Qingdao Citymedia Co., Ltd., of the Qingdao Publishing Group completed back-door listings, and the territory covered by listed companies expanded to city-level publishing and media enterprises. 14 newspaper publishing and media companies including Shandong Publishing & Media Co., Ltd., were in the process of waiting to be audited by CSRC. Another boom in listings of publishing and media companies is expected.

2. Asset size rapidly expanded; new media companies developed by leaps and bounds.

By the end of 2015, the total assets of listed publishing and media companies reached 196.854 billion yuan, an increase of 29.918 billion yuan (or 17.92%) over the end of 2014, and owner’s equity reached 120.332 billion yuan, an increase of 21.11 billion yuan (or 21.28%) over the end of 2014.

The total assets of the three new media companies were 12.645 billion yuan, an increase of 5.721 billion yuan (or 82.63%) over the end of 2014, and owner’s equity was 9.577 billion yuan, an increase of 4.272 billion yuan (or 80.53%) over the end of 2014.

(C) Analysis of scale distribution
In 2015, the total assets, operating income and owner’s equity of Phoenix Publishing & Media, Inc., and China South Publishing & Media Group were all over ten billion yuan, and the companies ranked at the top of the “30 billion” companies. The total assets and operating revenue of Chinese Media were both over ten billion yuan, making it a “double-ten billion” company, while its owner’s equity reached 9.76 billion yuan, a substantial 52.21% year-on-year increase. Chinese Media is expected to rank among the “30 billion” companies in 2016.

By the end of 2015, the total assets of these three companies were 52.244 billion yuan, the owner’s equity was 31.884 billion yuan, the annual operating income was 31.733 billion yuan, net profits were 3.877 billion yuan – respectively accounting for 26.54% of the total assets of the 32 listed companies, 26.50% of the owner’s equity, 27.95% of the operating income and 33.21% of the net profits. The three companies accounted for more than a quarter of the overall size of the listed publishing and media companies, together constituting the industry’s frontline.
Abu Dhabi International Bookfair in Kaiser Claudia's View

By Yang Guishan

As a founder of Abu Dhabi Bookfair, please tell us a brief history of the fair itself.

The Abu Dhabi International Book Fair is now in its 27th edition. Before 2006 the ADIBF was a big book bazar in a tent, with lots of people looking for publications in the Arab language. In 2006 the organisers of the ADIBF, the then Abu Dhabi Authority for Culture and Heritage, asked the Frankfurt Book Fair to join hands and make the ADIBF more international and more professional, as it moved into the new, beautiful fairgrounds. So, in 2006, a new format of the Fair was launched, with more international exhibitors, with a professional programme and a focus on rights trading, and also with new highlights for the general public. This trend has been going on since then, and the fair is still growing.

As the vice president of Frankfurt Bookfair, you know the bookfairs over the world quite well, how do you view the Abu Dhabi Bookfair?

In what way is it special?

It is the first book fair in the Arab World that became international, and where rights were dealt in a big way. Others followed, but ADIBF is still the strongest in the region, and gives good access to rights, with many facilitators, like the Spotlight on Rights programme, where the trading of rights from and with the Arab World is facilitated by grants. The Fair is still growing, and allows access to cultural organisations and many others, not only in the UAE but in the whole Arab World.

China as the Guest Country, what does it mean to the fair?

China is one of the biggest publishing markets in the world, and we see a growing interest for Arab Content in China, and vice versa. Hence bringing Chinese publishing gems to the Arab World will be very beneficial for the Arab publishers to gain new content from China – this will further be facilitated by the Spotlight on Rights grants. What’s more the Arab publishers will understand publishing in China better, and vice versa. The China Guest of Honour will also mean more exchange between the Chinese and Arab people, a better understanding of each other – because ADIBF is not just a professional fair but also more and more aiming at the General Public. So for the exhibitors at ADIBF the Chinese presentation will be significant in buying rights and fostering exchange, and the people will learn more about China. China as the Guest of Honour will be a highlight of the fair and will further draw crowds, especially since the Fair wants to expand its visibility further, too.

Going Global is a very important policy of the Chinese government, and the Arabian world plays an important role, so how the Chinese publications go to the Arabian world?

As mentioned above, through the Spotlight on Rights programme, deals between Chinese and Arab publishers and content holders will be facilitated. Also I believe that China as well as ADIBF will organise professional programmes aiming at bringing the partners closer together. Not to forget the cultural programme: China will present its authors and likewise a lot of Arab authors will be present at the Fair. The International Price for Arabic Fiction will be awarded at the time of the fair – and that is a great opportunity to get to know the Arab authors. Not to forget the Sheikh Zayed Book Award, another prize that is awarded at the Fair. And then there is Kalima, an initiative that also aims at creating more translations of international quality titles into Arabic. At ADIBF all the publishers in the Arab World can be reached and there is a lot of promotion of the fair in all the media. So, to be present at ADIBF is perhaps the best way of gaining more knowledge of the Arab publishing world and to meet the right people.
Winshare’s Path to Globalization

By Xing Mingxu

Xinhua Winshare Publishing and Media Co., Ltd. (referred to as Winshare), undoubtedly has one of the most dazzling stands at the Chinese pavilion during the Abu Dhabi International Book Fair.

Winshare has been promoting the transformation and improvement of its physical book channel, in order to steadily increase the overall operating efficiency. In 2016, Winshare was ranked 19th in terms of national publishing market share, up from 26th last year. Winshare is among the fastest growing companies among all 35 publishing groups in the country.

In recent years, Winshare has also made dozens of achievements regarding the country’s “going out” policy of engaging globally. Under chairman He Zhiyuan’s leadership, Winshare is making steady gains in its international business, and following the national strategic “going out” policy. With the goal of improving of copyright output and cultural exchange, Winshare is also working actively under the “One Belt, One Road” cultural trade mandate. Winshare is committed to making contributions to the dissemination of Chinese culture around the world.

Centered in countries like India, Thailand, and Turkey, Winshare’s international business also widely covers countries in Southeast and Central Asia, as well as Europe. Winshare has successfully completed 451 foreign rights deals. In 2016, the company successfully hosted the 12th annual session of “The International Promotion Plan of Chinese Books.”

In addition, Winshare also established the strategic planning of B&R, a project that will take place over the next 3-5 years. The aim is to establish national branches and expand specific objectives and tasks in relevant countries. Winshare has set up the “Wenxian International Culture Communication Company” specializing in the establishment, expansion, and operation of overseas business (including the publishing business). The specific implementation of B&R will be carried out by Winshare. With all of these activities, Winshare is stepping forward to become an integrated cultural service group with expanding international activities.

Taking advantage of the international platform to promote rights deals

Winshare signed a total of 136 rights deals in 2016. The total includes 111 deals in non-Chinese countries and 25 in Chinese regions. The number of non-Chinese deals increased by 60% compared to last year.

Geographically and linguistically, the Winshare rights business in the B&R regions—including Central Asia, Russia, and Eastern Europe—has grown substantially. Deals have been completed for 13 languages, with the new additions including Russian, Hindi, Malay, Albania, Kazakhstan, Kyrgyz. In order to achieve these results, Winshare is focusing building its copyright business and on enhancing its international communication capabilities. Four main aspects highlight how Winshare is doing this:

First, Winshare is optimizing the kind of content it publishers in order to appeal to international partners. Winshare has gradually formed its own characteristics and brand influence on subjects like traditional Chinese and Sichuan culture. More publications like this are planned as part of the “going out” policy. Works like Biography of Deng Xiaoping, The 100 Cultural Guidance of Eastern Asia, and 2008 Sichuan Earthquake, have all received international recognition.

In time for the 70th anniversary of the War of Resistance, Winshare has published the English version of Super Team Resistance Atlas by Twentieth Air Force of U.S Army and Chinese People, and it was launched in BookExpo in America. Books like New Virtues, Chinese Character, Ancient Echo, and Chinese Taste: Sichuan Cuisine with Western Style have been published by Winshare in Chinese, English and French, and they cater to foreign interests in Chinese culture. Nirvana in Fire, one of Winshare’s bestsellers, has received great interest from abroad and has been exported to Thailand and South Korea.

Second, Winshare actively participates in all international book fairs, which include fairs in America, London, Frankfurt, New Delhi, and Abu Dhabi. Its international influence has been expanded because of this. Winshare, making full use of the local resources of “going out” policy, proactively plans various activities to achieve greater international expansion. A number of these activities been included in China’s Guest of Honor presentations at international book fairs. Government departments attach great importance to such activities, and the news media widely praises them.

In 2015, Winshare published the English version of Super Team Resistance Atlas by Twentieth Air Force of U.S Army and Chinese People at BookExpo America, when China as the Guest of Honor. In January 2016, on the New Delhi World Book Fair, the Chinese version of Grassroots Prime Minister Modi was listed as key part of China’s Guest of Honor program. The same year, Winshare published New Political Economics of the Great Powers Rise at the Beijing
International Book Fair. In addition, Winshare also organized the Chinese-language release of 5000 Years of Indian Art. There are a number of key activities that have gained favorable comments by the Central Propaganda Department, the Ministry of Foreign Affairs, SAPPRTF and the overseas media. The key activities include the signing ceremony and rights deal for the books Chinese Taste: Sichuan Cuisine with Western Style and Power of Yoga; and the publication and poetry readings of Adam Mickiewicz’s works, including Mickiewicz’s Return to China. As a result, these activities have contributed to the “going out” policy and contributed to the international rights business.

Serving diplomacy and paying close attention to key projects

In addition to the above two points, Winshare actively plans international publishing works, in support of China’s ongoing diplomatic policies. On the eve of the President Xi’s visit to India in 2014, China announced its intention to open the Nathu La pilgrim route, which provides access for Indian pilgrims to Mount Qi Feng and Lake Mansarovar in Tibet. Echoing this major diplomatic event, Sichuan Arts Publishing House, after careful planning, published Call of Mount Kailash and Lake Mansarovar at the end of 2014. This book is written by members of the Indian upper house of Parliament and India Friendship Group Chairman Tarun Vijay.

The book was highly regarded by the end of 2014 and became the first Chinese book to be part of an event in the presidential palace of India since its independence in 1947. Nearly 400 India officials, including the Speaker of the House of Commons, the Defense Minister and national diplomats stationed in India, attended the event. India’s president Pranab Mukherjee sent a message praising the publication of the book that “will become a new link to strengthen exchanges between China and India, and it is conducive to enhancing the public basis of friendly relations between the two countries.” The Hindustan Times, one of India’s largest English-language newspapers, wrote a special report about the release of the book. Undoubtedly, this book has had a wide impact on Indian readers.

Fourth, Winshare has paid close attention to the key rights projects in recent years, including the publication of large academic books.

Based on a signed copyright contract, Winshare actively organized various publishing houses to support projects like “Classic China,” “Silk Book Project,” “Chinese Book International Promotion Plan,” and “Chinese Cultural Translation Publishing Project.” Through communication with the Central Propaganda Department, State Office, SAPPRTF, and other central organizations, more funds will be allocated to these projects. Deng Xiaoping at the Turning Point (translated into Japanese), Always Lament (translated into Korean), and other 15 projects have been awarded funding in 2016 from several Chinese international publishing projects, including the “Chinese Book International Promotion Plan” and “The Translation Project Focusing on the Silk Road Books.” Out of all the books in these projects, Biography of Deng Xiaoping (translated into Arabic) earned the key “Book Copyright Exporting Award” by SAPPRTF. Sichuan Children’s Press & Publication Group was named as one of the “national key companies of cultural output.”

At the same time, China Islamic Encyclopedia (translated into Arabic), published by the Sichuan Dictionary Publishing House, was officially launched at the 46th Cairo International Book Fair in January 2015. Its publication has also achieved widespread recognition. Written in Chinese, this book is the first comprehensive and systematic introduction to the Islamic world’s academic research achievements in recent decades. This book has become a key research project of philosophy and social science, and it had a great influence on the publishing industry in the Arab world. The Egyptian Press Association highly praised its academic and cultural value. Egyptian Daily and other Arabic media outlets attended covered a seminar about this book. After its publication in China, the book won the second National Book Award, the first National Dictionary award and many other national awards. In 2015, it was also awarded as the fourteenth “excellent output book.”

Strong physical channel followed by education

As part of the “going out” policy, the joint website called The New Zealand Winshare Network was set up to establish a sustainable business model abroad. The purpose is to integrate electronic commerce into the “going out” policy, and to build a cross-border retail channel for both print and digital content.

This online project uses Winshare’s international network of overseas offices to build a cross-border ebook platform. The goal is to better disseminate Chinese books and related cultural products overseas. After building the website and testing it for a year, the company now can provide complete e-commerce services to New Zealand consumers. This service is characterized by its localization of domain name, server, payment processing, and delivery. The successful implementation, which resolves various restrictions for overseas consumers to buy Chinese print books, actively promotes the “going out” policy for Chinese publication and related cultural products. On a cultural level, this new network has also strongly supported the national strategy of “One Belt, One Road”.

Winshare has taken the idea behind The New Zealand Winshare Network and adapted it for other overseas markets, using the same method of localization. Winshare will gradually expand sales and improve the customer experience through its multi-sales platform and full channel integration model. The company’s philosophy is to establish a Chinese brand and transmit Chinese voices to other countries.

In another step to promote Chinese culture abroad, Winshare is
implementing a project called Digital Service Platform of International Chinese Education. Accordingly, Chinese interactive teaching software has been used in hundreds of schools in Thailand and become the first digital educational product to be officially certified.

In December 2015, Luo Jianyu, vice chairman of Thailand Sichuan Association and the General Chamber of Chiang Mai Commerce, attended a Chinese art exhibition called “Magic Art on Paper.” This exhibition was jointly organized by Winshare and the International Institute of Chiang Mai University.

In October 2016, Winshare was invited by Hanban, to attend the exhibition “Chinese is Really Fun” at the Frankfurt Book Fair. This exhibition garnered great interest from participating professional customers, and enhanced the international influence on Winshare.

On February 21, 2017 in Moscow, Sichuan Xinhua Wssue Group and Winshare held cultural exchange activity called “The Charm of Chinese-Russian,” which focused on Chinese culture and language. Through activities like the print and digital display by the Lochi Company, a cultural forum, interactive program between Chinese and Russian participants, and signing activities with 1354 Moscow School, overseas students learned standard Chinese pronunciation and written characters. From the practical point of view, these activities focused on cultivating students’ communication skills and increased foreigners' understanding of Chinese culture. It also promoted the Chinese culture in Russia and CIS countries.

“Going Out” Policy of Publications and Culture

The Sichuan province, with its cultural products, ethnic handicrafts, silk brocade embroidery, cultural heritage, and cultural resources, ranks at the forefront of the country. There are numerous cultural institutions, enterprises, and creative talent specializing in Sichuan Opera, Lantern Festival, folk dance, acrobatics, and other art forms. All these advantages provide a good foundation for cultural trade output, even though Sichuan export volume for commercial products is relatively small.

Winshare is using the cultural, business and tourism resources of the Sichuan province to build new businesses, export culture abroad, and improve the economic situation.

In order to implement the national strategies of “One Belt, One Road” and “going out,” under the initial guidance of Propaganda and Commerce Department of Provincial Party Committee, Sichuan Culture Communication Co., Ltd. (SCCC, a subsidiary of Winshare), has initially set up a Sichuan cultural exchanges platform. It integrates the light shows, Sichuan cuisine, performing arts, book exchanges, and sports exchanges. The goal is to display the splendid culture of Sichuan.

In 2015, SCCC organized a Chinese Lantern Festival at Italian Milan World Expo. The festival attracted about 200,000 people. Local products and businesses were on display at the expo, including Pixian Chili Paste, Beichuan Harmonious Tourism Development Co. Ltd., Sichuan Revitalization Tea Cooperatives, Leshan Manko Culture, Leshan Sanjiang Media, Leshan Newspaper & Advertisement Media, Saining Channiao Acrobatic Troupe, and dozens of others. The exhibits included straw, handmade lanterns, handmade clay sculptures, panda creative products, acrobatics, photography, Sichuan Opera Face performances, and more.

SCCC also signed a strategic cooperation agreement with the Italian Monza municipal government to work together in the areas of book publishing, education, cultural services, and art design. This activity achieved its goal of bridging the cultural gap on economic and trade communication.

With the success of the Italian event, Winshare will copy and extend this model of cooperation in order to brand the “Chinese Lantern Festival” internationally. There is a good selection of large and medium-sized overseas city with suitable conditions where Winshare will organize Chinese cultural activities and exchanges within culture, trade and economic sectors. This event brand aims to sell Chinese products and introduce foreigners to Chinese culture. It will gradually build a local audience for Chinese culture, in particular, that of Sichuan.

Through the above measures, Winshare, with their own advantages and characteristics, is implementing the “going out” policy in many ways, and working to grow its international business. Winshare, under the leadership of the chairman He Zhiyong, will blossom, and will help Chinese culture to blossom abroad.
BNUPG to Achieve International Reach

By Lu Jiansheng and Li Yanhui

Since the implementation of the cultural “going out” initiative, Beijing Normal University Publishing Group (BNUPG) has been actively building the international brand of the University. The State Administration of Press, Publication, Radio, Film and Television of The People’s Republic of China and Beijing Normal University support the Publishing Group. Through consistent efforts in recent years, especially since the 18th National Congress of the Communist Party of China (CPC), Beijing Normal University Publishing Group has been flourishing in the Middle East market and developing economic exchanges with areas in the Middle East. The Publishing Group has also achieved stable growth of copyright output and consistent government funding, building a number of Chinese academic brands in the overseas publishing market. Additionally, in collaboration with Amman Municipal Bureau of Culture in the Hashemite Kingdom of Jordan, Beijing Normal University Publishing Group established its first branch in the Middle East. The Beijing Normal University Publishing Branch in Jordan is a leading generator of copyright output, and was a key project of the 2015-2016 national cultural export. We want to share the practices of the “going out” initiative in what follows, and we welcome your comments.

I. Strengthening the design and strategic direction.
An important part of our strategic planning involves the overseas promotion of publications that reflect the themes of China’s developing path and the values of contemporary China. During the formulation of our group’s 12th Five-Year Plan and 13th Five-Year Plan, we focused the “going out” directive on implementing production, overseas promotion and other publication exchanges. To achieve this, we set up a Copyright and International Cooperation Department, equipped with strong personnel, as one of the first set of professional departments in China’s university publishing houses. We also decided that business related to the “going out” mandate will not be included in the cost-effectiveness assessment system, in order to encourage the Copyright and International Cooperation Department staff to throw themselves into the “going out” work. Additionally, we set up a “going out” social benefit assessment system, placed regulations on “going out” funds and established our participation in the international book fairs.

II. Optimizing the overseas strategy to build a new “going out” paradigm.
Objectively speaking, before 2011, our group mainly focused on the introduction of copyright, alongside a small amount of copyright output and co-publishing business. After 2011, we saw
that with the advancement of China’s economy, the overall image of China’s publishing industry internationally has improved greatly – so there is a promising future for the “going out” initiative in Chinese publishing.

We do not wait for overseas publishers to come to us with opportunities for collaboration, but rather take the initiative to find our own partners. To this end, we have developed a “going out” plan that is concentrated in the Middle East, and extends to North Africa, Latin America and other countries. Here we need to explain why we did not choose Western, developed nations.

First of all, with the advancement of the “Belt and Road” initiative, the strategic position of the Middle East has become increasingly important. We also aim to actively respond to the “Silk Road Book Project,” translating and publishing books in Arabic to promote communication and collaboration between China and the Silk Road countries. Third of all, while it is relatively easy to enter developed Western markets, it is difficult to have influence; instead of competing with publishing houses that entered those markets before us, it was preferable to open up new markets and build our own brand. After finalizing this roadmap, we have established strategic partnerships with the Amman Municipal Bureau of Culture in the Hashemite Kingdom of Jordan, Jordan Akram Press, Egyptian University, Cairo University, Arab Thought Foundation and Middle East Broadcasting Center. We have also brought together a large number of world-renowned sinologists, translators and publishers in the Middle East. The famous scholar Samuel Ahmed received the first Chinese Book Special Contribution Award in the Youth Achievement category, through our collaboration with the Amman Municipal Bureau of Culture – which has been well-received in the Middle East.

During the process of opening up the Arab market, we also insisted on looking further. In 2016, we signed a strategic cooperation agreement with the Papua New Guinea University Press, and planned the “Papua New Guinea University Textbook Co-publishing Project.” Bringing together one of the most renowned universities and the largest publishing house in Papua New Guinea, the cooperation between the two universities is of great significance to the academic and publishing industries’ opportunities for exchange. As they embark on the first cooperative venture between universities in China and Papua New Guinea, Beijing Normal University Publishing Group and Papua New Guinea University Press will focus on carrying out a comprehensive textbook publishing and training collaboration. In addition to book publishing, Beijing Normal University Publishing will also implement an extensive and in-depth training in education, translation services and printing services. Our group also drew up an initial proposal for Chinese teaching and book publishing with the Brazilian Battelle Publishing House.

III. Strengthening international collaboration in publishing, building well-known brands and striving to make an influence.

At present, the "going out" directive for Chinese books relies mainly on copyright output. There are too many Chinese publishing resources handed over to foreign publishers, so the publishing group’s “going out” strategy is mainly focusing on co-publishing. The result is twofold: on the one hand, we can expand interaction with foreign publishers, and on the other, we can control the timely progress of the projects to create publishing products that we want. Our first overseas collaborative publication project resulted in the textbooks "Refuel" and "Harvest," which were published in cooperation with CENGAGE Learning Publishing Co. for the AP Chinese exam. This project, led by Mr. Xu Jialu and launched in 2005, is the first set of textbooks to offer preparation for the US AP Chinese exam. In line with the efforts to increase co-publishing, this set of teaching materials is ideal for students and teachers of Chinese.

In adhering to the cooperative publishing model, we are also exploring new paths. Our publishing collaboration with regions in the Middle East is quite impactful. Initially, we introduced the “Civilization of the Lord” with “The Rise of China and the Future of the Arabs,” published by the Amman Culture Bureau in the domestic market. During this book publishing process, the collaboration between Arabic- and Chinese-speaking industry professionals was extremely fruitful. For the official launch of the “Silk Road Book Project,” the publishing group and our partner in Jordan conducted a careful analysis of the local book market before co-planning a dozen books on China’s economic and social development and contemporary Chinese literature. We were not only successful in securing funding for the project, but also expanded our exposure in Jordan and the surrounding regions through book publishing.
participation in book fairs and other events, media exposure, etc., which laid a foundation for collaboration with other institutions.

In addition, we focus on the products that are key to carrying out multi-language promotion and building a world-renowned book brand. With our copyright output work, we not only strive to increase the output quality and expand overseas markets, but also to promote multilingual books. The English translation and publication of the "General History of Chinese Art" 14-volume series was not only met with praise by the General Administration, but also by the Central Propaganda Minister Liu Qihao in the recent "going out" initiative forum. At present, we are working to translate and publish the Arabic version and other multi-language versions, to build a developed brand.

IV. Building strategy at home and abroad.

In terms of finding channels for promotion, we mainly advance our brand through participating in international book fairs. In addition to consolidating our participation in the Frankfurt Book Fair and the London Book Fair, we have increased our focus on the Middle Eastern book fairs, including exhibition support, personnel visits and financial support. The Jordan Book Fair, one of the most high-profile and popular books fairs in Arabic-speaking regions, is also a new opportunity for us. We insist on sending delegations from academic scholars, collaborators, literary critics, copyright managers and other fields to participate in the Jordan Book Fair every year, a strategy which has achieved tremendous results in copyright collaboration and on behalf of the Chinese publishing industry. In August 2015, at the invitation of Amman, capital of the Hashemite Kingdom of Jordan, we arranged for experts from Beijing Normal University and Beijing Foreign Studies University, as well as famous Chinese novelists and poets, to participate in the Jordanian National Book Fair. We organized a series of cultural exchange activities which emphasized the Jordanian literary, cultural and publishing circles, and which had a positive impact in Jordan and the surrounding regions. Our Jordanian co-organizers pt on a warm-up campaign before the event, followed by a series of follow-up reports after the book fair. Xinhua News Agency, People’s Daily Overseas Edition, Jordanian National News Agency, Jordan’s Tomorrow News, Lebanon's Envoy News, Al-Jazeera, Jordan National Television, Truth Net and other media outlets from both home and abroad reported on this event.

Our main goal is to create overseas strategy for the "going out" initiative in the Middle East, changing the past model of physical exports. After extensive research, we decided to build our own branch in Jordan. The branch will soon be formally incorporated, and has hired local publishing staff to carry out business. With the next step of increasing input, there will be even better results.

V. Strengthening communication and breaking the bottleneck of translation.

The "going out" initiative cannot be separated from the accumulation of translation talent. The bottleneck that restricts the export of Chinese publications is the quality of translation. In our communication with overseas translators, we have realized that only by setting up a strong overseas translation team, mobilizing the enthusiasm of overseas translators and implementing foreign co-translation can we effectively solve this problem. Through long-term research, our group has established extensive collaboration with the Arabic translation community represented by Egypt's highest translation committee. We employ a group of profoundly knowledgeable and influential sinologists, such as famous sinologist Mohsen Sayed Fergani. Fergani is one of the ten recipients of the "Outstanding Contribution Award to the Chinese and Arab Friendship," awarded by the President Xi Jinping, and the winner of the Special Contribution Award of Chinese Books. Not only does the use of overseas translation resources help to improve the quality of translation, but also bolsters the influence of the book in its host country, which is what we Chinese translators can not compete with.

VI. Accumulating strengths and achieving the peak "going out" initiative for academic texts.

The "strengths" mentioned here mainly refer to the strengths of the government, of universities and of Chinese scholars. Objectively speaking, the "going out" directive in academic publishing is now more difficult without the government's support. In order to enhance the status of Chinese scholars in international academic circles, our group relies on the universities' resources, which allow us to bring together vast number of professors, experts and scholars and closely connect the "going out" efforts with the development of China's education and cultural undertakings. It should also be said that government projects can help us better concentrate on creating quality products.

These strategies constitute our group’s approach to and experience with the “going out” directive, especially since the 18th CPC National Congress. Although we have achieved success and a certain recognition with help from all levels of the government, we feel that our efforts are still not compatible with the "going out" strategy at a national level. With China's growing international voice, as well as our goal to build internationally renowned publishing brands, we have a long way to go. Following the success of the forum we held to share these experiences with you, we hope to establish long-term and in-depth collaborations with various publishers. We would like to cooperate with our sister publishing houses to promote outstanding publications and content in the Middle East. We are certainly willing to share our promotion channels and strategy with you, and work together to make university publishing houses an important facet of China’s publishing "going out" directive.
GNUP: For the Encounter that Bring People and Books Together

By Zhang Jingyan

In the past three decades, Guangxi Normal University Press (GNUP) published and reprinted 17,000 books each year. It ranked 12th in the world influence ranking of more than 580 publishing houses in China, and with assets totaling 700 million yuan, it ranked 10th among the nation’s university presses. Guangxi Normal University Press was also identified as a key enterprise of national cultural export by the Ministry of Commerce of RPC, and the Central Publicity Department placed it in the “Top 100 Chinese Presses of International Influence” of 2016.

With a seed loan of merely 27,000 yuan, Guangxi Normal University Press essentially started from nothing – so how has it developed so well?

Established in Guilin, Guangxi Normal University Press is a key player in the transformative wave taking over China’s publishing industry. Once relatively unknown, Guangxi Normal University Press has now seen break-out achievements in educational publishing, the humanities, law and political science, economic management, children’s and young adult literature, and many other fields. It has completed the transition from a business brand to a cultural brand, with hits such as “Imaginist,” “Xin Min Shuo,” “Magic Element,” “Small Reading,” “Mysterious Island,” “Wealth of Nations,” and “Pure.” The Press has travelled from Guilin to major Chinese cities including Beijing, Shanghai, and Shenzhen, as well as international hubs such as New York, London, Melbourne, and Singapore. A good press comes from careful attention to each book; quality branding comes from building step by step. While Guangxi Normal University Press once couldn’t reap the benefits of a central location, a wealth of promotion channels, and other resources, its internal growth and overseas mergers has propelled it into a multinational publishing group.

Guangxi Normal University Press is a publishing house with plenty of stories. And now, this story continues. To keep publishing good books and to grow further, the press will focus on encounters that bring people and books together.

**Connotation Type Development and Diversification Management**

Guangxi Normal University Press was established in Guilin in November 18, 1986. The press catered to practical needs and developed a number of well-received reference books. The State Board of Education named it “Advanced University Publishing House” in 1995, and in 1998 the fixed price of annual sales broke through 200 million yuan.

Although the Guangxi Normal University Press laid a solid
economic foundation with its educational books, but the Guangxi Normal University publishers had a higher cultural pursuit. It is in "the spirit of university publishing," said former president Xiao Qiming, to publish books in the academic humanities. Therefore, the press has adjusted its structure, forming the new publishing paradigm of "one axis and two wings" - the central focus is on educational publishing, with academic humanities books and literature as its two wings.

The Guangxi Normal University Press encountered two roadblocks in its efforts to include the academic humanities. On the one hand, it did not have rich cultural resources, and on the other, there was no geographical advantage to its location. Only by relocating to major cultural centers was the press able to seek new business developments. In 2000, the Guangxi Normal University Press established the Bei Bei Te Publishing Consultants Ltd. in Beijing. Specializing in high-grade academic and cultural books, Bei Bei Te Publishing Consultants Ltd. took the first step in cross-regional development strategy. In 2003, Guangzhou Bei Bei Te Culture Communication Co., Ltd. which is mainly responsible for work in the South China and East China regional markets, was also established. In November of the same year, Guangxi Bei Bei Te Culture Development Co., Ltd., which is mainly responsible for the operation of local cultural readings in Guangxi, was formally established. In early 2004, the press established Bei Bei Te Culture Communication Ltd. in another economic and cultural hub, Shanghai. At this point, the Guangxi Normal University Press established its developmental paradigm, the "Five Blooming Flowers," which has the good reputation of "Five Golden Flowers" in the publishing industry. This is called the Guangxi Normal University Press model of cross-regional development. Guangxi Normal University Press has explored a "self-fission, connotation type development" model which is suitable for its own development.

With institutional reform increasing in 2008, Guangxi Normal University Press began an "inward transfer." This major reform entailed changing all of the editing departments into branches, and splitting the marketing business to make each branch has independent management to gradually promote the shareholding system reform. Through the shareholding reform both in and outside the system, Guangxi Normal University Press gradually completed the restructuring of the publishing house. On June 28, 2009, Guangxi Normal University Press Group officially established the Guangxi Normal University Press Co., Ltd., which was to become the first publishing group in Guangxi and China's first local university publishing group.

In the following years, the Guangxi Normal University Press aligned itself with the Zeitgeist and began to further promote the process of highlighting the main business and diversifying the development. Guangxi Normal University Press essentially completed the group development pattern between 1999 and 2013. The scope of the business widened to include periodicals, electronic audio and video, digital publishing, design, education and training, exhibitions, consulting, tourism, art, real estate and more.

30 Years of Commitment to Publishing Quality Books

Publishing a single quality book isn't too hard. The real difficulty lies in insisting on publishing quality books over the course of three decades. In the view of the Guangxi Normal University publishers, books that sell 100,000 or 200,000 copies are not by definition "quality" books; true "quality" books are impeccable from the binding to the content, and their value is in what they pass on to readers. It is this commitment to craftsmanship and pursuit of perfection that brought the Guangxi Normal University Press recognition and appreciation.

The wisdom in works such as "The Multi-Century Academic Book Collection," "Athena Thought Translation Series," "Wen Gu Book Series" and "MIRROR" appeals to readers as much as the beauty and depth of "Ping Ru Mei Shang" and "The Life of Shen Congwen." Pragmatists may gravitate towards "Thinking Chinese Medicine" and "Practical Manual for Book Editing," and those with more academic interests cherish "The China Ming Dynasty Archives," "Harvard University Library of Chinese Rare Books" and others. Behind the brand of Guangxi Normal University Press are authors such as Zhu Guangqian, Yuan Wei, Tang Junyi, Du Weiming, Xu Zhubian, Qian Mu, Chen Cunren, Mu Xin, Chen Pingyuan, Xu Youyu, Weber, Hendrik Willem Van Loon, Plato, Pierre Bourdieu, Bertolt Brecht and other masters. "Publishing books in the Guangxi Normal University Press is a supreme honor:" this saying gives credence to the many writers, scholars and readers who appreciate dearly Guangxi Normal University Press.

Over the past 30 years, Guangxi Normal University Press has won the China Book Award, the “five-first” project award, the National Book Award nomination and 22 other awards for outstanding publications. According to statistics, there are nearly 100 kinds of books published by Guangxi Normal University Press. 50 different genres of works won 55 awards in 2013 alone, and 49 genres made it onto media lists 128 times.

Cross-regional Development is the "Winning Weapon"

In a sense, cross-regional development is the "Winning Weapon" for the continued growth and development of Guangxi Normal University Press. As a strategic extension of cross-regional development, Guangxi Normal University Press has a proactive attitude toward taking strategic opportunities and the recent "going out" directive for Chinese culture. The press has been exploring copyright trade, spearheading "going out" efforts in business, and building overseas networks to expedite the pace of international
distribution and development. On August 15 2016, Guangxi Normal University Press officially acquired the British ACC Publishing Group, completing the international distribution of a complete industrial chain and fully implementing the "double localization" + "integration" of international management strategy. Guangxi Normal University Press has now formed a product sales platform and public brand resources, developing a new pattern for collaboration and innovation. During the Frankfurt Book Fair in 2016, Guangxi Normal University Press advocated and organized the "Art Bridge" - the debut of the Chinese art and design book sales alliance. With the foundation of Images and ACC brand resources, as well as international networks, the press once again stands to break barriers for overseas distribution of China's art and design books. The recent establishment of Magic Elephant Books, a wholly owned subsidiary of Guilin Magic Elephant Books Co., Ltd., marks the official opening of the internationalization of Guangxi Normal University Press.

In international development, Guangxi Normal University launched the second round of cross-regional developments at the same time. This time, they turned to second- and third-tier cities in the central and western regions, setting up branches in Jinan, Hohhot, Chengdu, and Yulin. On June 26 2016, Shenzhen Bei Bei Te company and the Shenzhen branch were both established, marking the first round of Guangxi Normal University Press's development and the second round of cross-regional strategy. It is noteworthy that the first round of cross-regional development of Guangxi Normal University Press involved setting up Bei Bei Te companies in the form of wholly-owned subsidiaries in Beijing, Shanghai, Shenzhen and Nanning. The second round of cross-regional development is based on strategic collaboration and the establishment of four branches with "the system of segregation" model in Jinan, Hohhot, Chengdu and Shenzhen. Through these two strategic rounds, Guangxi Normal University Press reached surrounding cities and provinces, integrated high-quality publishing resources, and carried cultural influence.

**Breaking into Publishing 3.0**

In the past 30 years, the mission of Guangxi Normal University publishers has been to "open the wisdom and inherit the civilization," as well as to build an "intellectual and academic community with a common spirit." With quality books and an international footprint, they spare no efforts in exploring the future of Guangxi Normal University Press and publishing industry in its entirety.

For Zhang Yibing, the Party Secretary and chairman of Guangxi Normal University Press Group Co., Ltd., Guangxi Normal University Press will strive to become "a cultural institution with influence and reputation in the world." Today, Guangxi Normal University Press has opened the "publishing 3.0" model, taking "Internet+" industry development as the practical basis and gradually establishing "Internet +" thinking. With the O2O knowledge community "Robin Community" and other new paths of development as boosters, and with the "Magic Elephant" and "Mysterious Island" brands as a guide, Guangxi Normal University Press will focus on the humanities and social sciences. It will also actively explore the transition from single paper publishing to databases, the three-dimensional development of knowledge bases, and the transformation of digital content resources with certain intellectual property rights, steadily marching into new technological formats and areas of the industry.

Guangxi Normal University Press will base its development on the listing and financing model of Beijing HOFU Culture Communication Co., LTD and Yue Xiu Company. It will actively explore new practices for state-owned capital transference from asset management to capital management, and will promote the research into partial asset listing or overall listing. Other goals include increasing the diversification of investments, actively introducing strategic investments to boost development, running the foreign strategic investment according to the industry's standard for development strategy, and driving the rapid development of the press. By 2020, the press will have achieved its initial transition from product provider to content provider.
FLTRP: Exploring the “Belt and Road” Markets

By Wang Fengshun

China Publishers: What achievements has FLTRP acquired on exploring the “Belt and Road” markets in recent years?

Cai Jianfeng: Firstly, FLTRP has established partnership through publishing programs with 32 “Belt and Road” countries. A significant number of exportations of our own titles thus came into being. Among these outstanding titles, we published a number of high-quality books, such as Key Concepts in Chinese Thought and Culture Series, Stories of Chinese People’s Lives, Insights into Chinese Culture, and Economic Reform and Development: The Chinese Way.

Secondly, FLTRP actively participates in the publishing and promotion of good works between “Belt and Road” countries and China. FLTRP has undertaken 4 Sino-foreign translation and publication projects, with Albania, Sri Lanka, Israel and Portugal respectively. Through these projects, we get more familiar with top experts, authors and translators home and abroad, and reach more cooperation with partners from “Belt and Road” countries. Two books have already been launched under the project with Albania.

Thirdly, FLTRP is planning to set up branch offices in some “Belt and Road” countries, to better serve the local market. In 2016, FLTRP co-built the China-Theme Editorial Department with Iztok-Zapad Press, aiming to translate and publish books on classical Chinese culture and modern China in Bulgarian. In Southeast Asia, we are preparing for the establishment of a Chinese Language Teaching and Learning Base in Malaysia.

Colorful and vivid cultures are one of the most marked features of the “Belt and Road” countries. These marvelous cultures not only build a bridge for publishing communication between China and these countries, but also abundant resources and market potentials. During the past two years, FLTRP has made remarkable progress in developing partnership with “Belt and Road” countries, and in the years to come, FLTRP hopes to work more closely with our partners, old and new, from “Belt and Road” countries.

China Publishers: What do you think are the advantages and characteristics of FLTRP in developing publishing communication and cooperation with the “Belt and Road” Countries?

Cai Jianfeng: FLTRP is known as the biggest foreign language publishing house in China. We have two outstanding advantages. One is the multi-language translating and publishing capacity. Relying on the language teaching and translating resources of the Beijing Foreign Studies University (BFSU), FLTRP has a backlog of over 12,000 books published in nearly 50 languages. The other advantage is our rich experience in international cooperation. Since 1983, FLTRP has introduced numerous high-quality books from abroad, and in recent years FLTRP is actively introducing books...
on China to the world. Known as “a Chinese publisher with the broadest global vision and an international publisher rooted in China”, FLTRP has established partnership with over 600 foreign publishing companies and 300+ international authors.

In cooperating with “Belt and Road” countries, we are not confined to the traditional publishing scope, but adopt a new mode of “Publishing Plus” which covers educational training, and cultural and creative undertakings. To be specific, FLTRP hopes to start publishing for local readers either by copyright licensing or co-publishing with our local partners; in educational training, FLTRP aims to build online and offline language centers to provide language courses for local users to learn a foreign language, in particular the Chinese language; by providing translation and other services, as well as conducting cultural and creative business such as organizing exhibitions, FLTRP hopes to make contributions to the cultural exchanges with the “Belt and Road” countries.

China Publishers: China will be the guest of honor of 2017 Abu Dhabi International Book Fair. This will also provide a good opportunity for publishing communication between China and Arab countries. Does FLTRP have any plans on developing cooperation with the Arab countries?

Cai Jianfeng: To start new cooperation and deepen current cooperation with the Arab countries is what we are here for. In December last year, FLTRP attended the Beirut Arab International Book Fair on behalf of the Chinese publishing industry, and I attended the fair together with my two colleagues. What impressed me most was that local readers have a strong demand for Chinese language learning and China-theme books. While visiting the FLTRP stand at the fair, the Culture Minister of Lebanon told me that the number of Lebanese readers interested in China and Chinese language learning is constantly increasing, and there should be closer cooperation between the two countries in the field of “knowledge economy” including publishing, education and culture. After the fair, we have initiated a program with Digital Future to publish 100+ books on Chinese culture, foreign language learning, humanities and social sciences, etc., and we are planning on co-establishing an editorial department in China with another Arab publisher. Besides, some discussions on co-establishing an international school with a company from the United Arab Emirates just started from the end of last year. We hope to further and finalize the discussions above, as well as meet new partners at the 2017 Abu Dhabi International Book Fair.

China Publishers: How will FLTRP further carry out the “Belt and Road” strategy in the future?

Cai Jianfeng: By deepening the cooperation with “Belt and Road” countries, FLTRP is playing a more active role in the international publishing arena. Last year, I paid visits to many “Belt and Road” countries including Bulgaria, Albania, Lebanon, Thailand, Malaysia and Indonesia for the purpose of seeking cooperation opportunities and establishing strategic partnership with local counterparts. FLTRP has also established the “Belt and Road” Language Service Center for the planning and implementation of related programs.

In the next three to five years, we will further expand and develop our cooperation with the “Belt and Road” countries both in publishing and other related areas. FLTRP will invite top experts from those countries and those experts from China on “Belt and Road” studies, to compile over 100 titles in nearly 40 languages on the “Belt and Road” theme and China theme, which will be published in various formats including print copies and e-books. In addition, we aim to build about 10 overseas centers in the “Belt and Road” countries through co-building editorial departments, M&A, or setting up local subsidiary companies, with the goal to better provide localized services to our readers and clients in “Belt and Road” countries.
Nishan House: A Platform of Sino-foreign Cultural Exchanges and Cooperation

By Zhang Jihong

4. Functions: collecting and displaying the book achievements of Sino-foreign civilization; organizing cultural exchange activities; carrying out international cooperation in publishing; building book sales platform.


The Branches of Nishan House
As of August 2016, Nishan House has 22 office branches in the US, Sweden, Australia, New Zealand, Italy and other countries. Eleven of these branches are located in countries along "the Belt and Road" including Russia, Poland, Singapore, Japan, Korea and others. Nishan House exports over 10,000 books abroad. The "Interpretations of Analects" is one of the classic collections from Nishan House, and General Secretary Xi Jinping said he would like to "read it carefully". The "Interpretations of Analects" is a good example of the "going out" initiative from Nishan House, and the book was praised by many.

In July 2015, the first digital branch of Nishan House launched in Auckland, New Zealand. Deputy director Sun Shoushan of State Administration of Press, Publication, Radio, Film and Television of The People’s Republic of China attended the ceremony and delivered a speech.

The Establishment of Nishan Press, Inc. in the United States
In May 2015, Shandong Publishing Group’s first overseas publishing institution, Nishan Press, Inc., was formally incorporated.
Organizing Cultural Exchange Activities

In May 2015, the Moscow branch of Nishan House organized two events: the "Quality Books Fair" and "Fragrance of Chinese Ink; Beauty of China - Chinese Painting and Calligraphy Exhibition"; in April 2016, the second "Quality Books Fair" was held. In April 2016, the Quality Books Fair of Nishan House was launched in the Auckland branch, with nearly one thousand quality books on display, including the Chinese version of "Shandong The Magnificent".

In October 2015, the first Nishan International Forum was held in Jinan, Shandong. Nearly a hundred representatives from culture, publishing, media, libraries and other industries attended, as well as people from China, the United States, Russia, Poland and other countries. The theme of the first forum was "Reading and Collection", and speeches were made by Los Angeles Public Library Curator John Szabo; Shandong Province Library Curator Feng Qingdong; and Advanced Institute of Confucian Studies, Shandong University, Assistant Dean and Professor Yan Binggang. After the meeting, Nishan International Forum signed a memorandum with Los Angeles Public Library, and Shandong Friendship Publishing House became the official supplier of books from mainland China for Los Angeles Public Library.

In September 2016, the second Nishan International Forum was held in the Los Angeles Public Library. The forum theme is "Tracing the civilized gene".

In April 2016, the International Seminar on the "Nishan Book Series" was held in Sydney, Australia. Nearly 20 scholars from China, Australia, New Zealand and other countries attended the seminar. All experts agreed that the topics planned for the "Nishan Book Series" were promising. The series is based on the local situations, and the text and accompanying pictures are both excellent. The text is concise and profound, which all meet the expectations of overseas readers. Scholars expressed their willingness to actively participate in the planning, creating and publishing of the "Nishan Book Series".

Building The Five Brands

First, "Nishan Book Series" is a series of Chinese and foreign language books that are designed to systematically introduce Chinese culture abroad while meeting the demands of readers overseas. The series tells Chinese stories with international readers in mind. Nishan House plans to include more than 200 volumes in this series by the end of 2020.

Second, Nishan International Forum has become a high-end forum of international academic and idea exchanges.

Third, the launch of Nishan Press, Inc. in the USA is part of the plan to focus on international publishing, identify the standards of international publishing, target the global copyright trade, and introduce a number of quality books aimed at spreading Chinese culture.

Fourth, the Nishan House platform has established a pattern of wide-ranging cultural exchanges, carrying out various cultural activities including academic seminars (traditional cultural lectures), book fairs, calligraphy and painting exhibitions, photography exhibitions and more.

Fifth, Nishan International Education aims to promote the Nishan House Hundred Schools Project.
Shandong Friendship Publishing House: Traditional and Global

By Zhang Jihong

For three decades, Shandong Friendship Publishing House (SFPH) has always followed its own publishing philosophy and strategy. Constantly optimizing its categories, SFPH has established five initiatives, including foreign cultural exchanges, traditional culture, tourism, arts and education. Before now, as five press projects are nominated to the National Publication Fund, over 200 kinds of books had received hundreds of national and local awards.

Establishing the historical mission and expanding publication of Sino foreign cultural exchanges

A number of acclaimed books and periodicals have been edited and published by SFPH, aligned with the historical mission of exchange with foreign cultures. The Picture Treasury of World Fairy Tales for Children, published in 1988, has garnered 18 awards, including the 4th annual Chinese Book Award. Picture books such as Chinese Shandong, Shandong Today, Beauty Qilu, and Impression of Shandong introduce the Shandong province to readers. Published in English, Japanese and Korean, these books open a window to modern Shandong. In recent years, we have focused on “Nishan Book Series,” specifically tailored to Nishan Book House. Its philosophy aims to give a view of historical and contemporary China to the whole world.

Expanding traditional publishing with the regional advantage of Confucianism

As one of the cradles of Chinese culture, Shandong boasts the advantage of Confucianism, which lays the foundation for our traditional and cultural publications. This covers three categories: sinology, cultural heritage of humanity and outstanding traditional culture.

(1) Sinology: Confucius Biography won the third prize of the 6th National Book “Golden Key.” Books such as Ancient China-Four Series, Mencius Biography, Confucian Classics and pictorial handbook (4 volumes) have garnered multiple provincial awards and several overseas copyright deals as well. Pictorial Confucius tops the list of books among imports and exports. On his visit to Qufu on November 2013, President Xi takes a closer look at The Interpretation of the Analects of Confucius, of which there are over 200,000 copies in print. There are many editions to follow, including a Chinese version, a thread bound edition, a limited edition and a popular edition.

(2) The cultural heritage publications, including Archives Memory of Cultural Heritage, Series of Qilu Cultural Heritage, Catalog of Shandong Cultural Heritage, Inheritors of Shandong Cultural Heritage, Shangdong Drama Series and Cultural Series
of Special Qilu, among others, have received multiple local book awards. Among these, three editions of Archives Memory of Cultural Heritage (volume 20) are supported by the national publication fund.

(3) Traditional cultural heritage: best illustrating the practice of traditions, education and rules in a family, Family Tradition advocates for creative and modern interpretations of family relationships. With President Xi’s important discourse on family tradition, this book carries the spirit of morality and Chinese traditional culture. Dozens of lectures from the book have been held successfully throughout the country since its publication. Family Tradition has garnered wide acclaim, and its influence has reached schools, enterprises, prisons, and bookstores alike. It was voted the 2015 Influential Book of the Year, and its marketing program was selected as one of the 2015 ten brand communication gold cases in the publishing industry. Chinese Around Us, written by Zhang Yiqing for sinogram heritage and recited by CCTV news anchor Liang Yan, is the first book to vividly illustrate the Chinese characters. The author is also a guest in the Chinese Characters Dictation Conference, and a main lecturer in the Lecture Room. Mr. Wang Meng, who formerly headed the Ministry of Culture, spoke highly of the book, recommending it to be "Marketing Gold Case" of books released in 2016.

Forging a world-famous brand through educational books

Both in print and online, SFPH has published books and teaching materials for primary and middle schools, comprising all nine school subjects. The subsidiary products have reached annual sales of over 10 million copies. We have been continually working to improve the market influence of educational books, with an eye towards forging an internationally recognized brand. Series such as New curriculum - Learn With You, as well as standard high school textbooks, report books and review materials, have been approved by the supplementary materials committee of primary and secondary schools of the Shandong Provincial Department of Education. A multitude of schools have also chosen these materials for teaching. Practice tests for college entrance examinations, having ranked highly for the past decade, and they continue to maintain their good reputation.

Nishan House

Specializing in Sino-foreign cultural exchange, SFPH is an output-oriented press. It adheres to the mission of “cultural dissemination and partnership delivery.” We diligently implement President Xi’s mandate for “going out,” and have shifted our focus from singular copyright exports to new agencies and cultural communication platforms. With our books and periodicals, we disseminate globally information about and narratives from China.

Nishan House to be established on basis of Nishan Forum

In 2012, SFPH became the strategic cooperation agency with the second session of Nishan World Civilization Forum (hereafter referred to as Nishan Forum). The opening date of the forum, May 21, coincided with the 10th anniversary of “World Civilization Dialogue.” In order to better fulfill our solemn commitment to the United Nations to promote dialogue and disseminate Chinese culture, we, SFPH, put on the Nishan Book Fair and established the Nishan House during that period.

The Book Fair boasts more than 1000 kinds of books from over 130 publishing houses. The Book Fair shows the achievements of the Chinese and their foreign cultural exchanges through books and digital displays. Nishan House specializes in exhibiting the collections of Sino foreign civilization dialogues. On May 20, the first franchise was set up in Nishan, in which the Chinese sage Confucius was born. In the same year, the Chinese Confucius Institute, located at Qufu, was also established at the headquarters of Nishan House.

Pioneering the innovative “going out” policy with the Nishan House

The services of Nishan House can be summarized as follows: first, it is a platform focusing on Chinese-foreign cultural exchanges;
second, it has two branches, public and non-governmental; third, it integrates communication and cooperation. Finally, its fourth function is to hold activities that promote cultural communication and to set up international sales channels. Nishan House is committed to the exploration of new modes of exporting Chinese culture.

Nishan House has always abided by the philosophy of equality and mutual respect in cultural communication. We have shifted our attention from self-promotion to accommodating readers. We have also spearheaded publishing innovations, and Nishan House boasts readers and authors abroad. In terms of cultural exchange, we have abandoned a preaching tone to look towards storytelling, with the hopes that Chinese culture can be better communicated.

The first Nishan House was set up in Malta according to the pioneering “going out” directive in July 2013. As of November 2016, there are a total of 14 franchises in countries across Europe, America, Oceania and Asia. Meanwhile, tens of thousands of texts have reached overseas readers through more than 300 publishing houses.

Five brands strengthen the “going out” mandate

Officially registered as an international brand, Nishan House is currently branding five subsidiaries, including series, forums, publishing and educational initiatives and exhibitions. To better implement President Xi’s desire to disseminate Chinese stories, Nishan series are tailored to a foreign readership. 200 volumes of books are slated for publication by 2020. As the platform for international cultural dissemination, the International Nishan Forum will be held annually in different regions.

Nishan International Publishing is a publishing agency registered by Shandong Publishing Group and Shandong Friendship Publishing House overseas. The international publishing and copyrights trade comprise its main business. On the basis of the overseas Nishan House, exhibitions of painting, calligraphy, photography and cultural heritage are held regularly.

Digital Nishan House promotes cultural exchange both on and offline

Digital Nishan House is a comprehensive e-commerce platform for O2O cultural exchanges. Employing digital technologies and harnessing the power of the Internet, it integrates the five functions of reading, selling, exhibiting, collecting, publishing and copyright trading. The integration of global publishing resources on our English-language website benefits people with great interest in our culture.

The digital conversion of books both at home and abroad (including the outstanding collections in Nishan House) also provides a platform for publicity. At the same time, we proactively cooperate with overseas libraries and select outstanding digital versions. Digital platforms have strengthened our communication and potential for collaboration with domestic and foreign libraries; we will continue to enrich and expand them.

Starting the new chapter of the “going out” directive in publishing

After only five years, Nishan House continues to grow. In 2015, it was named as the chosen “Silk Road Project” of the State Administration of Press and Publication, Radio and Television (SAPPRT). In 2016, the new “going out” directive was selected as the key project of 2015-2016 in annual national cultural exports, which are jointly announced by the ministry of culture, commerce, finance, and SAPPRT. Nishan House will continue to adhere to our philosophy, commitment to innovation and cultural exchanges. We will optimize the exposure of Chinese literature and culture on a global scale, particularly along the Belt and Road nations. With careful selection of our partners, we will employ our five brands to forge an influential expansion. Nishan House will be the unstoppable engine that propels the “going out” of Chinese culture.
Current Copyright Dynamics of People's Publishing House

By Lei Qian

People's Publishing House of China will mark its debut at the Abu Dhabi International Book Fair with the Arabic original and English translation of Biography of Tu Youyou. An introduction to the life of China's first Nobel Prize-winning female scientist Tu Youyou, the book was jointly translated and published by Egypt, Morocco and other four publishers, and held a starting ceremony at Casablanca Book Fair on February 10 of this year. Moroccan readers were pleased to have seen it first.

Biography of Tu Youyou is the first biography about Tu slated for publication by People's Publishing House. The book includes details from testimony from Tu and her husband. As the first Chinese scientist to win the Nobel Prize, Tu is regarded as a national hero. She cured malaria with traditional Chinese medicine, saving the lives of patients in Africa, Vietnam, and elsewhere. For this reason, when Biography of Tu Youyou was published, it immediately attracted worldwide attention. First translated into Arabic, it is also now available in English, Japanese, French, Korean, Arabic and Vietnamese as well as six other languages.

The English version of Biography of Tu Youyou was well-received at the London Book Fair in March, and the French, Japanese and Korean translations are predicted to reach readers within the year. Wang Ying, the General Manager of British Charles (Asia) Publishing Company, said: "this book is completely real, beyond a mere biography; calling attention to the Chinese scientific research scene, it's very interesting and attractive to foreign readers."

In recent years, People's Publishing House has produced a great number of books which introduce and analyze Chinese politics and economic development. They have been translated into multiple languages to reach readers all over the world. The achievements of and ongoing changes in the world's second-largest economy will be disseminated to the world through the works from People's Publishing House.

To commemorate the 120th birthday of the first Prime Minister of the People's Republic of China, Zhou Enlai, People's Publishing House will sign a contract for the Arabic translation of Great Diplomat Zhou Enlai with Egypt's Hick Maite Cultural Investment Publishing Company and Morocco's Tawhidy Press. The translation contract does not cover the entire book, but rather an excerpt that chronicles Zhou Enlai’s contact with Africa and the Arab world.

There is a series of biographies of great men from China's period of reform. The five pioneering heroes in this series, Wan Li, Xi Xi Zhongxun (Xi Jinping's father), Gu Mu, Xiang Nan and Ren Zhongyi, respectively oversaw Chinese agriculture, the economy, and other important aspects of reform beginning in the 1970s. The English version of the series has been published, as well as the Romanian translation of Biography of Xi Zhongxun. The Japanese, Arabic and Korean translations are forthcoming, among them, the Romanian version of Biography of Xi Zhongxun has been published.

A series of books that reflect China's current economic landscape include The Belt and Road: Opportunity and Challenge, Seven Questions About Supply-side Structural Reform, China's New Normal, Research on RMB Area and more. They have been publishing in English, Japanese and Korean, as well as other languages. The English version of Seven Questions About Supply-side Structural Reform received orders from 19 British libraries immediately when it appeared on the market.

People's Publishing House brings to Abu Dhabi International Book Fair titles such as A Philosophical Interpretation of Mao Zedong’s Life, Approached Mao Zedong, Deng Xiaoping's Theory of Administering a Country, The Financial of the Great Powers, The Academician of the Great Powers, Americans’ Anxiety, Strategic Restraint, A Study on the Ownership of Diaoyu Islands, Allied Prisoners of War in China, China's Upgrading Global Value Chain: Realizing Mechanism and Strategic Adjustment and other books about contemporary Chinese politics, economics, history and culture. We would be pleased to meet and discuss publishing matters with you at this year’s fair.
"Four Steps" to light the Silk Road for Children Book Industry in China

By Wang Li

On September 3, 2015, Anhui Children’s Publishing House and the Lebanese Digital Future Company officially incorporated a joint venture, the "Times Future Company,” in the world's book capital: Beirut. The Anhui Children's Publishing House is focusing on the "The Belt and Road” strategy and "Silk Road Books Project” to achieve the major strategic plan of capital "going out.” As the first foreign entity publishing house established in the Middle East, Times Future Company hings on the Middle East market and develops along the "The Belt and Road" countries. It will play a key role in the Anhui Children's Publishing House's "Silk Road Children’s Book International Cooperation Alliance,” which opens a new paradigm for promoting Chinese children's publications.

Among the international partnerships of Anhui Children’s Publishing House, some of which span 20 years, the collaboration with Silk Road countries has always been integral. As China’s first children’s publishing house to step into the Middle East market, it also represents Anhui Children’s Publishing House’s first attempt to set up cultural entities in overseas capital markets since its establishment. The establishment of Times Future Company marks the formal arrival of the Chinese cultural industry in the Middle East, participating in the "Silk Road cultural industry belt” construction. The company will carry out the strategy of "Silk Road Cultural Industry Belt” by structuring the publicity for the cultural Silk Road. It will make great efforts to build the brands of Chinese cultural enterprises to promote cultural exchange and cooperation between China and the Middle East, North Africa, Europe and even the world. In so doing it will establish a benchmark for Chinese cultural enterprises image, highlighting the Chinese cultural industry’s new developments and potential for influence. Anhui Children's Publishing House will also take this opportunity as a starting point to make new contributions in promoting Chinese culture.

After more than a year of development and preparation, Times Future Company will debut as exhibitors at the Abu Dhabi International Book Fair in April 2017. They will promote the activities as the Chinese guest of honor, presenting the first batch of new products since its establishment in the Middle East book market, including more than 30 book series, such as: the Arabic version of the "Daddy Tree” series, the "Liu Haisi Humorous Fairy Tale” series, the "Seaside Monster” series, the "Rabbit Writers” series, the "Naughty Ma Xiaotiao Comic” series, the "Peter Rabbit and His Friends” series, as well as the "Scientific Treasure Box” series jointly developed by China and Lebanon. The launch of the Arabic version of the "Daddy Tree” series and the "Liu Haisi Humorous Fairy Tale” series will be held at the book fair. The author of the series, renowned children's literature writer and publisher Liu Haisi, will attend the book conference and make a public speech. He will also speak on-site with Mr. Mohamad Alkhatib, the Middle East publisher and president of Times Future Company, to explore the Silk Road children's national communication and cooperation. The exhibition marks the foray of the Chinese cultural industry into the main market of the Middle East regions of the Silk Road countries.

In recent years, the spread of "The Belt and Road" strategy and the implementation of "Silk Road Books Project” have provided more development opportunities for the publishing houses’ marketing strategies, becoming a new starting point for promoting China’s publishing industry. With their unique characteristics, children's publications are expected to become the forerunner of the “The Belt and Road” strategy. Anhui Children's Publishing House has grown stronger in the Times Publishing Company platform, rising to the top of children's publications, accelerating the pace of promotion, and achieving an improved, international competitive edge. Under “The Belt and Road” strategy, Anhui Children's Publishing House reconfigured its marketing development and aimed to open up “The Belt and Road” children's book publishing and children's cultural industry market. This catalyzed the shift from the promotion of products to the promotion of projects and from the marketing business to the marketing industry. The key layout of “The Belt and Road” strategy was realized through the promotion of the “four steps:” differentiation strategy, science and technology strategy, capitalization strategy and industrialization strategy.
Differentiation strategy is the guiding ideology of “books to toys, toys to books.” Through the integration of international advanced patented technology, research and development of new toy book products - with both the rich content of the book and the fun of toys - actively seizes the highest point of the market. At the same time, the traditional pattern of copyright output is broken, the single trade channel is expanded into a wide range of foreign trade channels, toy book products from foreign trade channels are promoted, and "one-stop" cultural services trade is established. This results in the combination of copyright output, printing services and entity export, leading the new marketing paradigm for toy books. Lebanon, Syria, the United Arab Emirates and other Middle Eastern countries in the Silk Road region comprise the major international market for Anhui Children’s Publishing House’s toy books.

The science and technology strategy is mainly based on multi-media promotion. Anhui Children's Publishing House embraces the era of big data - for instance, children’s books of "one content with a variety of media" are a new trend. Enhancing traditional children's books with multi-media digital products, they set up digital promotional platforms and open up the publicity for the "E-Silk Road," which promotes Chinese culture to the world through cross-media and multi-media channels. At present, Anhui Children's Publishing House has pioneered content creation, technology development, business models, user accumulation and more, becoming the leading professional children's publishing house to promote the integration of culture and technology.

Industrialization strategy is mainly for the marketing entity and alliance, in addition to the joint venture Times Future Company established in Lebanon, which promotes the Silk Road spirit of "peace and cooperation, openness and tolerance, mutual learning, mutual benefit and win-win." Based on the current landscape of collaboration, Anhui Children's Publishing House initiated the establishment of "Silk Road Children’s Books International Cooperation Alliance.” The alliance is based on the domestic and foreign cooperative relations of Anhui Children’s Publishing House. The development plan of the first batch of members adopts the "core 6 + 6 mode:” namely, 6 professional children's publishers and 6 strategic cooperation partners from the Silk Road countries. The alliance takes as its focus “platform construction, strong cooperation and brand building,” through the overall planning and resource integration, as well as the unified operation platform and industrial chain construction. It plays on the complementary advantages of resources and market with Silk Road partners, promoting two-way investment and multi-trade, to achieve a win-win collaboration.
China Social Science Press: Promoting Culture and Academics Abroad

By Ren Ruiming

Since 2012, academic publisher China Social Science Press (CSSP) has actively pursued international partnerships and cooperation, working vigorously to carry out its "go out" policy of promoting Chinese culture and content abroad. For the past five years, it has worked with Routledge, Springer, Macmillan, Cambridge University Press (CUP), New York University Press (NYUP), Singapore World Science and Technology, Japan Baicde Society, the Spanish public press, the Egyptian University Press, South Korea Jingren Culture Society, and other well-known publishers to establish copyright trade and cooperative publishing relationships. During this time, CSSP has signed a total of 129 rights deals with foreign publishers, and provided translation funding to 106 projects in English, Arabic, Spanish, Korean and Japanese, and other languages.

As part of its "go out" policy, CSSP has worked in five specific areas to promote Chinese academic publishing internationally.

1. Active planning and promotion of Chinese culture, language and books internationally.

To promote China's academic content abroad, the ultimate goal is to help our international partners better understand China. Social science and philosophy books can help them better understand the contemporary Chinese politics, economics, social issues, culture, innovation and other aspects of academic research—and positively influence China's national image.

I planned the "Understanding China" series, designed to explain the basic aspects of Chinese society in a comprehensive and systematic way. It includes theoretical explanations of topics like social changes, government, social security, national policy. The goal is to help foreign readers understand Chinese society and institutional policies. Contributions to this series of books have come from community planners, hospitals and the famous universities, as well as scholars and experts. The English version was published by Springer Publishing Group; and translations have also been published in Korean, Japanese, Welsh and other languages.

In addition, we have planned and promoted a number of books that reflect the country’s new measures of deepening reform, including new ways of governing the country, legal updates, fiscal policy, social transformation, and more.

2. Strengthen the cooperation with foreign publishing industry, including academic exchanges, publishing cooperation, and increased communication.

In recent years, we have increased cooperation with foreign publishers through academic exchanges and communication, which has resulted more than 20 publications from 8 countries, including Cambridge University Press, Rodrigo Publishing Group, and others. We have established long-term strategies with publishers, research institutions, and libraries from the UK, the United States, France, Germany, Japan and other countries. We also actively prepare for and participate in international events, including the Frankfurt Book Fair, BookExpo in America, and the London Book Fair. We have participated in the Asia Annual Conference held in the United States to establish connections between Asian and North American researchers. We also have established publishing and academic partnerships with Moscow State University Press and the Russian Publishing Association, South African Academy of Sciences.

According to our "go out" policy of promoting academic publishing abroad, we held a number of international exchange activities. We have worked with the Russian Academy of Sciences, the director of the Far East Institute, and the Russian-Chinese Friendship Association.

We also organized the China Social Science Forum in 2014 and 2016, which drew attendees from institutions including Springer Publishing Group, Rodrigo Publishing Group, Macmillan Publishing Group, Cambridge University Press, World Science and Technology Publishing Group, and Bo Rui Publishing Group, and many other well-known publishing institutions to send important leaders to participate in the Group, CIGI, OECD and other internationally renowned think tank representatives and Chinese publishing agencies, scholars to explore China's academic go out and academic The path of overseas influence. Our forum at the Beijing International Book Fair successfully attracted...
representatives from the domestic and international publishing industry, and garnered attention from academia and the media. The forum has become a major highlight of the fair.

We organized the Sinologists Seminar Exchange Symposium and invited more than 20 young scholars studying in China to meet with our editors to discuss international academic publishing standards and social resources. The discussion resulted in a lot of good suggestions. After the symposium, the group visited our library of fine books, and many Sinologists bought books on the spot.

Through these activities, we have expanded our business with foreign publishing houses, research institutions and libraries, and have deepened our international cooperation. We have gained a more in-depth understanding of foreign publishing business models, a more accurate grasp of foreign academic research methods. By providing information about the latest Chinese publications, more foreign scholars and readers are interested in Chinese issues and books.

We found that foreign readers and libraries are interested in the academic works published in China, and many have purchased our new books for the first time. For example, The Historical Atlas of the People's Republic of China—a book that we have just published two months ago—is now in the collection of Harvard's East Asia Library. This helped us realize that it is important to strengthen our external marketing initiatives. Now, we regularly compile the catalogue of Chinese and English books, and send this to universities, scientific research institutions and public libraries across more than 10 countries. The goal is to keep them informed about our recently published books. We have also actively promoted academic books published by the Confucius Institute in China and the Confucius Institutes around the world.

The China Book World Collection Impact Report has been the main indicator of domestic academic performance. This report measures the international influence of Chinese books. The latest report shows that in 2013, China Social Science Press published 1,078 books. CSSP increased the number of its titles in libraries by 236 in 2014, reaching a total of 1,314 books in libraries around the world. This represents a growth rate of 22%. In 2015, CSSP published 1,812 books, a growth rate of 37.9%.

3. Increase the Translation of Chinese Books Abroad

We have sped up the pace of international cooperation with foreign publishers rapidly increasing the number rights contracts since 2012, and we also strive to work with internationally renowned publishers and professional academic publishing houses. We are actively looking to work with academic publishers, and we signed agreements to include their key books into our mainstream distribution channels. Examples include the Discipline Development Report series, Understanding China series of essays, and other titles from Bo Rui Publishing Group, Springer Publishing Group, and Rodrigo Publishing Group.

We have also actively promoted and provided translation funding, resulting in more Chinese books being published abroad. Some key books that have been translated include Chinese Contemporary Philosophy Research, Confucius and the 21st Century, The History of China's National Capital, and 20th Century Chinese National Problems.

We also successfully won the bid to do the new 2014 Foreign Propaganda project under the theme "China's Democratic Road." Across the country, a total of eight publishers also won the bid. The "Understanding China" series (foreign language version) has been included in the national foreign product repurchase project, and the Chinese and English versions of the book will be an important for overseas export.

We also attach great importance to quality of our translations. High-quality translation is essential to finding more foreign readers. We have established a number of translation bases such as North, North and Zhejiang University, Zhejiang Normal University, and established links with young Sinologists and overseas Chinese scholars. We have established a stable team of translators and foreign experts.

4. Introduce important academic works abroad to expand the influence of our publishers in international publishing and academia.

In addition, we will combine the "going out" and "attracting foreign investment" efforts to internationally promote the work of renowned Chinese scholars. The United States Brookings Institute professor and famous Chinese expert Li Kanru's new work on contemporary Chinese political research will be published by CSSP this year.

We have translated and published The Ancient History of Cambridge, Cambridge Medieval History, Cambridge Christian History, and World Atlas from English. These works are major translation successes and provide access to international social science research. These translation projects led by CSSP and organized the National History Society and translated by experts at the Institute of Christian Studies, shows our publishing house's academic strength and organizational skills.

5. Focus on building a talented team of publishing professionals.

Talent development and professional training are essential to our "go out" strategy and to our publishing house. In recent years, we actively introduced and cultivated business development and exchange of talent, including translators, product researchers, international marketers, and copyright experts. We also work hard to hire foreign scholars and experts in related fields who can play a strong role in international exchanges and help expand our global horizons. We also use and innovative talent management system to help us find, retain and train talented employees and form a strong, professional team.
Building Buildings
Publisher: Hunan fine arts publishing house
ISBN: 9787535678096
Page: 276
Product dimension: 16
Price: 78RMB

Building Buildings is the first essay collection of Chinese Architect Wang Shu after his winning of Pritzker Architecture Prize in 2012. It’s not only about architecture but also Wang Shu’s ten-year researches on traditional Chinese culture and oriental aesthetics. By each of the essays, Wang Shu digs deeply about traditional Chinese culture and art. This book design comes from Yang Linqing, one of the most famous Chinese book designers.

Signs of China:
China traditional culture concise illustrated h
Publisher: Hunan Fine Arts Publishing
Author: Project group of picture reading
ISBN: 978-7-5356-5305-6
Page: 229
Product dimension: 16
Price: 168 RMB

Nearly fifty symbols of traditional Chinese culture can be found in this book: high recognition and extensive influence. People can understand the history, traditions, cultural connotations and modern effects of those symbols through this book.

Works by Globalized Chinese Composers (20 volume)
Publisher: Hunan literature and Art publishing house
ISBN: 978-7-5404-6893-4
Price: 58RMB/volume
Product dimension: 8
Pages: 160/volume

This series is a collection of 20 symphonic works by 8 most influential and representative Chinese contemporary composers. They reflect the highest artistic achievement Chinese composers have made in the field of symphonic work. The 20 symphonic works included in this series are highly variegated in theme, style and form. In terms of theme, there are works in praise of picturesque scenery and in praise of domestic affection and love for one’s hometown.

This series comprises seventeen books that introduced the development process of the world history in the form of comics, featuring easy-to-understand language and encyclopedic knowledge embodied in the historical process such as the rise of civilization and the European Renaissance.

"汤索兰爱的童话" 系列
Tang Sulan's Fairytales About Love

"Tang Sulan’s fairytale of love" was published by Hunan Juvenile & Children publish house. More than one hundred of the great medium-length fairytales are included in the series, edited into 6 volumes of fairytales, emerged as a beautiful and complete fairytales world of Tang Sulan for children.

The author wrote many of elegant and pure, full of funny and imagination fairytales. His stories attract so many fans, fully grab the essence of fairy tales and shows the charm of fairy tales vividly.

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The Chinese Ecosystem Research Network (CERN) has come one of the largest networks in the world, covering almost typical ecosystems in China: cropland, forest, grassland, wetland, marsh, lakes, bays, and urban ecosystems. In this book, scientists as the builders and researchers of the first 29 logical stations, will give interviews. A large number of cious historical pictures are also included.

Written and compiled by the Committee of Chinese Traditional Culture, Basic Knowledge of Chinese Traditional Culture (Children’s Version) focus on love for the motherland, caring for the society and individual development and tries to present nutrients of the Chinese traditional culture with multiple angles.
Beautiful Books From CABP

By International Cooperation Department

China Architecture & Building Press (CABP) was established in 1954. For half a century, the company has committed to publishing professional books focused on architecture, urban and rural planning, landscape, city planning, construction engineering, construction equipment, municipal and environmental engineering, art, and other academic works. It has published nearly 30,000 high-quality books to advance the fields of architecture, culture, and art, as well as advanced architectural theory, science, and technology. It was awarded the "Excellent Book Publishing Unit" in 1993 and "National Top 100 Book Publishing Unit" in 2009. It also received the "China Publishing Government Award for Advanced Publishing" in 2007, 2010, and 2013.

China Architecture & Building Press has been committed to publishing information about advanced building science and technology achievements, and to promote China's architectural culture and technology as part of the country's "going out" policy. CABP is among China's first publishers to actively engage in the global copyright business. Over the years, CABP has been steadily building a sustainable rights trade. In 1992, with China's accession to the World Copyright Convention, CABP's rights business entered the developmental stage and published a number of high-quality and high-level architectural translations from abroad.

In recent years, according to the needs of domestic and foreign situations and industry development changes, CABP has taken a more proactive approach to rights. While maintaining the local market, the "going out" policy has become a main focus of the company. CABP has cooperated with publishers from the United States, Britain, Germany, Russia, India, and other countries and successfully produced a number of outstanding works that reflect our deep knowledge of architecture, including modern architecture and advanced building technology. Publications in these areas include: World Heritage in China (translated into English, Russian, and Japanese), The Excellence of Ancient Chinese Architecture (translated into English version), Picture Book of Chinese Dwellings (translated into Japanese and Korean, and published in traditional Chinese), Chinese Contemporary Architecture (translated into English), A Pictorial History of World Architecture (translated into Japanese), Understanding Construction Drawing series (translated into English), Contemporary Architect series (translated into English), Explanation and Engineering Examples of Multi-story and High-rise Reinforced Concrete Structure Design (translated into Russian), and European Classic Architectural Detail Atlas (translated into Russian). Some of these books were published as cooperations with internationally renowned publishers such as Birkhäuser, and have already entered into the overseas mainstream market. These books are well produced, and some won the National Book Award nomination, the China Book Award, the China Architecture Book Award, the Outstanding Output Book Award, the Introduction of Outstanding Science and Technology Book Award, Asia Pacific Publishers Association Gold Award and others.

I. "The Charm of Chinese Architecture" Series

This series is carefully planned by China Architecture & Building Press and well-known experts in the
construction industry. The content comprehensively reflects the architectural culture of the Chinese nation from ancient times to the present.


Chinese architecture occupies an important position in the global construction industry with the unique aesthetics of its architectural style. This series presents Chinese architecture from five perspectives: the beauty of a thousand doors, the shape of roofs, carved beams and painted rafters, the art of doors and windows, and the Taiwan-based carved step foundation. It is a comprehensive review of all the details of the Chinese architectural art.

2. “A Record of New Architecture in 21st-Century China”

This volume begins with contemporary Chinese architects, and the influence of foreign architects in China, exploring the Olympic architecture and the Expo building, renovation of old buildings, old city renewal, and post-disaster reconstruction. It shows the unique style of China's new buildings for readers in the 21st century through exquisite pictures.

3. “Contemporary Integration of Chinese and Western Styles in Chinese Architectural Art”

The historical background of combining Chinese and Western styles of architecture is very unique. This book accurately classifies the formation of the Chinese-Western style of architecture and describes specific construction activities related to this blending of styles. The book includes an overview and case study about architectural culture in modern China. First, the authors summarize the Chinese-Western style of architecture; then the book explores the “Chinese classical-style new building”, as well as modern Chinese architecture and non-professional folk buildings. These sections are followed by an introduction to the Chinese-Western style of architecture, looking forward to the future direction of architecture in this evolving style.

The book has clear logic with relevant text and illustrations, and it is suitable for architecture and art institutions, or as a Chinese architectural history teaching reference book. It is also good for Chinese and foreign readers who are interested in Chinese architecture and Chinese culture.


The Chinese version of the book is divided into two volumes. The first volume focuses on the background of cultural development, analyzes and discusses the evolution of Chinese dwellings in detail, and reveals the development process of Chinese dwellings. The second volume classifies and analyzes the characteristics of various types of residential buildings today.

The formation of residential characteristics in the various regions is affected and constrained by the regional climate, social and cultural aspects, economic conditions, building materials, local customs, and other aspects. There are no fewer than fifty or sixty kinds of dwelling styles in China, and there are different forms of each type of dwelling. This wide variety highlights the differences in living environments and lifestyles of geographical regions across China. With its large population, vast geographical size, and many ethnic groups, China is home to diverse styles of traditional dwellings.

5. “A History of Chinese Architecture”

This is a brief history of ancient Chinese architecture and a collection of architectural stories about the most important architectural relics in Chinese history, as well as an overview of the country's most important buildings. In order to give readers a more complete understanding of the development of ancient Chinese architecture, the book follows the development of various architectural styles throughout history. The book is full of the most important examples, including wooden halls, pavilions, wood and brick structures, stone pagodas, as well as the important Confucius Temple.

This book presents a comprehensive, simple overview of Chinese architectural history for students, beginners and architecture enthusiasts.

6. “Contemporary Chinese Landscaping”

This is a book that attempts to portray the evolutionary history of contemporary, post-1978 Chinese landscaping. The book includes pictures and supplementary text to narrate the changes, characteristics and breakthroughs of this field. Through the introduction of various large-scale projects related to landscape planning, case studies, and problem solving, this book presents five largest landscaping types: residential, campus, business, recreation and urban parks. It sums up the basic context of the development of contemporary Chinese landscaping. By using the major developments, innovations and achievements in Chinese landscaping since 1978, this book also highlights the profound socio-economic factors that have influenced modern landscaping. This book can be used as a basic guide for readers to learn about contemporary Chinese landscaping and contemporary Chinese social development.

II. “The Series of 100 Gems of Chinese Architecture”

"The Series of 100 Gems of Chinese Architecture" was published by China Architecture & Building Press with contributions from more than 100 experts, scholars, and photographers to research traditional buildings of historic significance in China. The book covers a range of concepts, including palace architecture, ritual architecture, religious buildings, ancient towns and villages, residential buildings, tombs,
garden architecture, and academy and museum architecture. The research was compiled over several years of systematic scientific work. Each volume in this set of books covers a single topic, including historical background, architectural style, architectural features, architectural culture, combined with beautiful pictures, and line graphs. It has been published in both Chinese and English, available for researchers, architecture enthusiasts, tourists, and book collectors.

III. “Chinese Treasure: World Heritages in China”

This book introduces the Great Wall, the Beijing Imperial Palace, Dunhuang Mogao Grottoes, Qin Shi Huang Mausoleum and Terracotta Warriors and Horses, Mount Tai, Huangshan, Jiuzhaigou and 43 other Chinese world heritage sites. These historical sites are presented in more than 1,000 pictures. The book shows China’s long history and culture with its unique rivers, splendid mountains, and natural scenery. Each heritage project has a concise introduction, as well as UNESCO’s assessment and review of it. Also included is China’s World Heritage chronology, which is a useful, reader-friendly resource. The first edition of the book was presented by the CPPCC National Committee Chairman Jia Qinglin as a gift to foreign governments.

IV. “Picture Book of Chinese Dwellings”

Chinese dwellings are the largest and most widely distributed architecture form of ancient Chinese buildings. This book uses a large number of real pictures, hand drawing and various illustrations, supplemented by a comprehensive introduction of some of China’s typical traditional houses and villages. This practical, interesting information is suitable for the majority of readers and tourists. At present, it has been published in Japanese, Korean and traditional Chinese characters.

V. “Chinese Architecture Today”

Entering the 21st century, the pace of construction and architectural development in China is progressing rapidly. China is not only a playground for international architectural practices, but it has also developed an active local architectural scene. Chinese architects are working to integrate Chinese traditional culture with global design trends and to blend traditional culture with contemporary design. Their efforts have increasingly drawn recognition from the international design community. For this book, magazine “Interior Designer” and the Swiss publisher Birkhäuser selected 26 projects from the magazine’s reports to showcase in five parts: transformation, cultural facilities, hotels and restaurants, residential buildings, and commercial buildings. These projects highlight the innovative approach of contemporary Chinese architects. Their design work is expected to become the model for contemporary Chinese design going forward.

VI. “Chinese New Year Pictures”

Chinese New Year pictures are a unique folk art related to the Spring festival and the Chinese New Year. These pictures are part of a long history with deep cultural impact. Many of the New Year picture artists are farmers and local craftsmen. Their work portrays beautiful ideals, colorful life, and artistic interpretation of current cultural trends, all of which serve as a subtle aesthetic education for the public. Although the characteristics of New Year pictures vary from place to place, their vivid and bold color, auspicious meaning, and good wishes are all the same. Chinese New Year pictures can be divided into prints, engraved paper, paper painting. The prints are made of woodcut, and then colored paintings. The engraved paper is made with a knife on paper. The paintings are mainly based on the gods. This book chooses more than 400 examples of Chinese New Year pictures from different historical periods and showing different content. In addition, there is an overall introduction to this style of folk art across in several representative areas. The book is available in English and Chinese, suitable for both domestic and foreign readers.

VII. “Chinese Patterns”

The exquisite patterns of Chinese folk artifacts fully embody the 5,000-year cultural tradition of the country. This book covers these unique patterns across various forms of art, including shadow puppets, paper cutting, New Year pictures, costumes, artisan characters, wood carvings, masks, and Beijing Opera Facial Make-up. These designs are very representative of Chinese culture, so this book is suitable for overseas readers who want to better understand Chinese culture.
Martial Arts Publications from the Central Plains

By Wen Hujuan

China’s Henan Province has a rich cultural heritage. It is the home to the Shaolin Monastery and its martial arts school, as well as tai chi. Also located here is Central China Land Media (CCLM, also referred to as Earth Media, stock code 000719), a publisher that draws on these regional traditions to produce a range of Chinese martial arts books. CCLM publishes more than 300 unique martial arts products, including print books, ebooks, audiobooks and video discs. According to the company’s current five-year plan, CCLM will release more than 200 additional martial arts publications over the next five years.

Subsidiary companies of CCLM include Henan Electronic Audio and Video Publishing House, Science and Technology Press, Elephant Publishing House, Henan People’s Publishing House, the Central Plains Peasant Publishing House and others. These companies offer a variety of martial arts publications for domestic and foreign readers on topics like training and practice, history, celebrities and important figures, and more.

Henan Electronic Audio and Video Publishing House has a deep backlist and specialized knowledge in the field of martial arts publishing. They produce martial arts audio and video products with unique content that have been successfully published internationally. They have published more than 40 tai chi and Shaolin martial arts routines on CD and DVD, including English (UK) and German editions. The content is published in multiple formats and across several channels to make it easy for people in different countries to learn martial arts. These international products received great response at book fairs in Frankfurt, Russia, and London, leading to a number of copyright deals. Subsequently, Henan Electronic Audio and Video Publishing House developed a series of more than 100 bilingual print books based on their CDs. These books make it easy for martial arts practitioners to train and review at any time without needing a digital device. This combination of CDs and supporting print books, along with interactive content in multiple languages, has been well received in the international market. Rights have been sold to Germany, Romania, and the United Kingdom; and products have been directly exported to the United States, Switzerland, Italy, and other countries.

In addition, Henan Electronic Audio and Video Publishing House has also launched an online “martial arts publishing network” (wushuchuban.cn) to maintain close, cooperative relationships with all martial arts schools and famous masters.

I. “Classic Routines of Chinese Traditional Folk Martial Arts”

Classic Routines of Chinese Traditional Folk Martial Arts showcases the basic techniques of several Chinese martial arts, including classic routines of Shaolin, Tai Chi, Wudang, Emei, Hsing-I, the Eight Trigrams, Nanquan, and other Chinese martial arts. The authors and performers from the series are all successful martial art practitioners, champions, and top experts in their respective styles, which ensures the accuracy and quality of the content.

1. “Shaolin Da-Hong Boxing”

Shaolin Da-Hong Boxing is a representative routine of Shaolin martial arts style, which is also the compulsory technique for Shaolin Temple monks. This martial arts style has a rigorous
structure, clearly defined offensive and defensive moves, low posture, and an emphasis on efficiency and effectiveness.

2. “Shaolin Boxing With Six Unifications”

Shaolin Boxing With Six Unifications is a practical book of Shaolin martial arts taught in six moves, hence the name “Six Unifications.”

This routine is a two-person, combat-based practice. It’s characterized by practical techniques for actual combat, straight and fast moves, both offensive and defensive skills, and no trick moves and gimmicks. Shaolin Boxing With Six Unifications has simple footwork, techniques to advance and retreat freely, and is flexible and changeable. The four stunts of Chinese martial arts—kicking, hitting, wrestling and arresting—are included in this boxing style.

Shaolin Boxing With Six Unifications has always been the Shaolin Temple’s exclusively secret weapon. After being constantly revised and perfected by martial arts monks over many years, this exquisite martial art has reached the realm of perfection.

Also included is an talk the famous Shaolin boxer, Shaolin Temple Ta Gou martial arts school coach Mr. Liu Haike, who explains the magical applications of practical boxing.

3. “29 Form Chen Family Taiji Sword”

29 Form Chen Family Taiji Sword is the best way to learn the beginning routines of Chen family-style sword. This method uses the Chen family Taiji sword and is based on one of the oldest forms of tai chi, emphasizing technical precision. This routine includes peaceful movements with smooth connections, and it makes this strong style easy to learn and master. The content and completion time of the sword routines are in line with the national competition requirements.

Also included is a video demonstration performed by national Taijiquan, Taiji Sword champion Ren Tian Lin. This is an outstanding teaching film.

4. “26 Form Chen Family Taiji Quan”

26 Form Chen Family Taiji Quan made a set of popular routines based on the traditional Chen Family Taijiquan prioritizing technique with easy-to-follow instructions. The moves in this routine are standard, structured, and coherent, characteristic of the Chen Family Taiji core moves and essence. The routine and exercise time and meet the national competition requirements of simplified Chen-style tai chi.

5. “24 Form Simplified Taijiquan & Breathing”

24 Form Simplified Taijiquan & Breathing is a universal type of simplified tai chi. It is simple, easy to teach, and easy to learn, making it ideal for beginners.

The teaching materials not only teach people to master the movements but also focus on teaching Taijiquan breathing methods. Students will be able to quickly learn the best practices of Taijiquan and increase their fitness.

The instructional material includes a demonstration by international martial arts referee Mao Jingguang.

II. “A Shaolin Monastery’s Compendium of Pugilism”

This set of boxing has 18 volumes—16 in Chinese and English; and two in Chinese and Russian. Published by the Henan People’s Publishing House, this series compiles the traditional, genuine martial arts routines practiced at the Shaolin Temple. The series can be used as a standard textbook for students to practice Shaolin Kung Fu and learn Shaolin Kung Fu routines and competition rules.

III. “Chinese Language Studies Through Kung Fu”

Jointly published by Elephant Publishing House and Henan Electronic Audio and Video Publishing House, and supported by China’s Hanban and Confucius Institute Headquarters, this series of textbooks enables Chinese-language learning for international martial arts enthusiasts. This series combine both traditional Chinese literature and an emphasis on martial arts to make the process of learning Chinese fun, relaxing, and interesting. This series is divided into two parts: the Natural Kung Fu Collection and Animal Kung Fu Collection. Natural Kung Fu Collection includes God of Spring—Martial Arts Gymnastics, Color of Summer—Changguan, Rhyme of Autumn—Hexagram Boxing, Soul of Winter—Shaolin Boxing, Spring Cymbidium and Autumn Moon—Tai Chi, and Summer Lotus and Winter Sun—Tai Chi Sword. Animal Kung Fu Collection includes tiger fist, hawk fist, monkey fist, duck fist, frog fist, and mantis fist.
The King Book (5 Volumes)

The only fantasy story for young adults written by Cao Wenxuan, the Winner of 2016 Hans Christian Andersen Awards and won China Outstanding. Archenemy Xi is ruling the country, and people lived extremely misery. The King Book which escape from the burning fate was picked up by a child cowherd named Mang, when Archenemy launched book burning movement. Therefore, Mang command the world by the guide of this book. He not only receives support, but also conquers mountain city. The younger Mang's extraordinary grown journey set out. The King Book in fiction is alive actually, and also experience solitary, pain, exciting and joy. What he told the hero Mang is not only Military Strategy, but also the philosophy of the world—philosophy of exist and life, that lead Mang grown up.

Little Surprise Series (20 Volumes)

This is very characteristic of early childhood picture series. The language employed in the stories is concise, and the repetition is rhythmic, which is easy to accept for children. The end of the story is creative and surprising, and it can stimulate children’s creative thinking ability. Many professional illustrators were invited to drag in this series, with diverse styles. By adopting the authentic standard English translation from the Harvard linguistic genius, Josh Steinberg, provides the necessary references to the bilingual families. The Arabic edition will be published by Egypt Jieli Culture & Publishing Company this year.

The Black Door
The First Magic Bag
The Second Magic Bag
The Fire Oak
The Forbears Stone

Pub date: August 2012
Dimensions: 148mm×210mm
Binding: Paperback
Age: 9—14
Rights: English (Singapore), Arabic Rights Sold.

Pub date: August 2014
Dimensions: 180mm×210mm
Binding: Paperback
Age: 0—3
Rights: Vietnamese, Chinese Traditional, Chinese and English (Malaysia), Arabic Rights Sold

E-mail: jielirights@foxmail.com Website: http://www.jielibj.com

Egypt Jieli Culture & Publishing Company was founded in October 2016. It is the first joint venture founded by China and Egypt in publishing industry.

With 38 years’ dedication to foreign language publishing, a backlist of 10,000-plus titles and 1,000-strong new titles annually published in 47 languages, Foreign Language Teaching and Research Press (FLTRP) has enjoyed the No.1 position in China’s foreign-language book market for more than two decades. Recognized as the benchmark for China’s foreign language publishing, FLTRP is a trusted name among learners and readers in China.

Keeping in pace with the changing times, FLTRP has been actively expanding its business scope and exploring innovative transformation. New lines of publications in Chinese as a foreign language, humanities and social sciences, natural sciences and children’s books, and new endeavors in educational training, online courses and digital publishing have enabled FLTRP to transit from a traditional publisher to a provider of comprehensive educational products and services.

As one of the first Chinese publishers to engage in international cooperation, FLTRP maintains active cooperation with more than 500 international publishers and 300-plus overseas authors. Renowned as “a Chinese publisher with the broadest global vision and an international publisher rooted in China”, FLTRP looks forward to sharing quality educational resources with publishers in the Arab countries and other parts of the world. Through co-publishing, setting up overseas offices and global M&A, FLTRP hopes to work with partners to provide the best products and services to learners and readers.

Smaller will the world become in a shared future.

Contact Details
Tel: 86-10-88819605
Fax: 86-10-88819433
E-mail: international@fltrp.com

International Division
Foreign Language Teaching and Research Press
No. 19 Xisanhuan Beilu
Beijing, China, 100089

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Creative Scientific Experiments for Primary Students

“Creative Scientific Experiments for Primary Students”, focusing on “hands-on experiments”, aims at the children who may lack the hands-on skills or the conditions and opportunities to do experiments. The whole book is expected to motivate students with the interest and adopt the effective method of family experiments, making the students appreciate the mysterious natural world and develop persistent explorative spirit by means of fun extracurricular experiments.

Since time immemorial, Zhejiang Province has been thriving, populous, and affluent, enjoying a reputation as a cornucopia of “rice and fish,” a land of plenty. For thousands of years, the people of Zhejiang have been forged by its unique geographical setting and their deep accumulation of historical wisdom; they are open-minded, determined, and optimistically ambitious as they explore ways to enrich their lives, thus empowering the province to become one of China’s most developed in terms of strength and vigor.

1. Real stories of 100 Chinese people in different industries, including bus driver, chef, teacher, farmer, entrepreneur etc.
2. Reflecting the life of contemporary Chinese society and explaining the reasons of Zhejiang Province being one of the most developed areas by telling stories on its people.

China Big Scientific Facility Projects
August 2016, 5 Volumes

1. Noah’s Ark for Chinese Seed Plants — The Seed Bank of the Germplasm Bank of Wild Species (by Kunming Institute of Botany of Chinese Academy of Sciences)
2. Beijing Time — BPL and BPM National Time Service Systems (by National Time Service Center of Chinese Academy of Sciences) (CSAO originally)
4. Surveying the Sky — The Large Sky Area Multi-Object Fiber Spectroscopic Telescope (by Astronomical Observatory of Chinese Academy of Sciences)
5. To Capture the “Invisible Man” — Daya Bay Reactor Neutrino Experiment (by Institute of High Energy Physics of Chinese Academy of Science)

This book provides first-hand information on China’s most advanced technologies on particle physics, nuclear physics, astronomy and bio-science. Each project cost more than 20 billion USD. The authors are China’s top scientists, physicists, astronomers in each area. This is China’s first comprehensive introduction of these large scientific facilities, from facilities planning, decision-making, to organizing and management, contributing to a very valuable experience.

I’m from Zhejiang
August 2016

Su is a famous children’s literature writer.
According to the child’s cognitive ability, reading interest and acceptance mechanism, the books are intellectual, artistic and funny, bringing the children in general useful scientific knowledge, enlightenment wisdom, rich imagination, training children’s hands-on ability. It is suitable for children aged 3 to 5 years old.

Su’s Tree House
—Su’s Picture Books on Nature
September 2016