Steady Growth for the Digital Publishing Industry in China
Shandong Education Press
Exhibition Books for the 2017 Frankfurt Book Fair

The History of Literary Exchanges between China and Other Nations (17 volumes)
Editor-in-Chief: Qian Linsen, Zhou Ning
Selected as a key project and supported by the China National Publishing Funding in 2012;
Awarded as an outstanding project among the China National Publishing Funding Projects in 2015;
Won the sixth session of the “Chinese Excellent Publications” prize;
 Won the fourth session of the Government Book Prize for Chinese Publications;
The copyrights of twelve languages versions have been exported.
The History of Literary Exchanges between China and India (English and Hindi versions) have been
funded by the Silk Road Book Project as key translated works in 2016.
The History of Literary Exchanges between China and Korea (Korean version) has obtained the
funding from “China Classics International” (CCI) Project in 2016.

China’s Rebalancing and the New Silk Road
Editor-in-Chief: B. R. Deepak
The book is an academic frontier work on the study of The Belt and Road, which collects famous scholars
from China, India, Russia, Pakistan and other countries along the route for the first time, and will be an important
reference for the Belt and Road construction at present.

A Critical Biography of Ji Xianlin
Author: Yu Longyu, Zhu Xuan
The copyrights of versions in English, Hindi, Tamil and Bengali have been exported.
A Critical Biography of Ji Xianlin (Hindi version) has been funded by the Silk Road Book Project as a key trans-
lated work in 2016.

The Collection of Zhang Wei (16 volumes)
Author: Zhang Wei
The copyrights of the Ancient Boat (Tamil and Hindi versions) have been exported.

The Little Lotus Workshop
Lion Cliff
Author: Zhang Wei

The Glory of Magician
Author: Wang Xiumei

My Name Is Yatou
Author: Liu Yudong

The Autumn of Chuduo
Author: Wang Xiumei

Faerie Feifel (5 titles)
Author: Lin Xiusui, Liao Jianhong

Chinese Popular Culture (25 volumes)
Editor-in-Chief: Gao Zhanxiang

The Chinese Culture Series (11 volumes)
Editor-in-Chief: Wang Liping, etc.
The copyright of the Korean version has been exported.
The title of Imperial examinations and Academies (Korean version) has obtained the funding from “China Classics
International” (CCI) Project in 2015.
The title of Traditional Chinese Medicine (Korean version) has obtained the funding from “China Classics
International” (CCI) Project in 2017.

A Different Math Story (6 titles)
Author: Shao Jun, Zhang Xiali, Mi Jika
Juergen Boos: International Rights Trade Is Booming Globally

By Xing Mingxiu

How do you see the global publishing industry in 2017? What are the latest trends and opportunities?

2017 has been a highly political year. When world affairs disrupt our lives and fake news challenges journalistic reporting, the desire for trustworthy sources of information and well-researched knowledge and news grows. Thus, the publishing industry – acting as producers, curators and distributors of content – takes on an enormously important role.

Concerning trends and opportunities in publishing, what we have seen in Frankfurt in recent years is that the international rights trade is booming. This year, the Frankfurter Buchmesse’s Literary Agents & Scouts Centre (LitAg) sold a record-breaking 500 tables. In addition to the rights business within book publishing, rights exploitation across various media industries continues to create new opportunities for publishers and authors. We see that major players from the entertainment industries are increasingly reaching out to book publishers and self-publishers for content they can adapt for films, television and games. Character licensing – for merchandising products, for instance – is also a promising field of business. Moreover, the upward trend in audiobook sales continues to offer potential for the publishing industry. In our fast-paced society, some people prefer to listen to podcasts and audiobooks rather than to read. In Frankfurt, we will highlight some of these trends at the Frankfurt Rights Meeting on Tuesday, 10 October, and with our programme “A Book is a Film is a Game”, which will take place on Thursday, 12 October. In her talk at the Frankfurt Rights Meeting, Kate Song, Associate Director Rights & Licensing (Asia) at John Wiley & Sons, China, will focus on the Chinese audio market.

What is the biggest feature of this year’s Frankfurt Book Fair?

The Guest of Honour programme is, as always, a highlight of the fair. The presentation by this year’s Guest of Honour, France, is a powerful symbol of the solidarity and partnership between Germany and France within Europe – and, of course, a cultural highlight. France’s Guest of Honour presentation will revolve not only around the country itself, but also the French language. As part of the Guest of Honour programme alone, we are expecting some 190 authors who write in French at this year’s fair. Moreover, thanks to the presence of other international writers and celebrities,
including Margaret Atwood, Dan Brown, Cecelia Ahern, Ken Follett, Cao Wenxuan, Jia Pingwa, Haemin Sunim and many others, the Frankfurter Buchmesse promises to be a very special celebration of international literature. Also, even after the fairgrounds close, fair visitors will have the chance to enjoy a full programme of events at various locations in Frankfurt’s city centre with our BOOKFEST, which was launched last year and expanded in 2017.

Both the publishing industry and the book fair are evolving. What is the strategy of the Frankfurter Buchmesse in the near future to add more value to the industry?

We are expecting exhibitors from over 100 countries and some 170,000 trade visitors at this year’s fair. As the world’s largest publishing trade fair, the Frankfurter Buchmesse is the annual meeting point of the industry, giving publishing and other related professionals the opportunity to schedule appointments and meet business partners from all over the world within the span of a single week. The Frankfurter Buchmesse is not only a showcase for the latest literature and publishing trends and technologies; we also see ourselves as a catalyst in the industry: spurring business deals by bringing together (new) business partners, enhancing the exchange of knowledge and fostering the expansion of professional networks. We believe that knowledge sharing between publishing professionals and an international publishing network are essential for our industry. This is something we explicitly promote by offering a range of events at the fair for professionals from all sectors of the publishing industry – publishers, booksellers, service providers, distributors, marketers, etc. For instance, with “The Bigger Splash”, we just launched a new programme that will take place from Friday to Sunday of the fair with best-practice presentations and networking opportunities for international book marketing and communication professionals. Also, throughout the year, in cooperation with cultural institutions, we organise various events abroad, including training courses and summer schools for publishers. Our international offices based in Beijing, New York, Moscow and New Delhi also offer additional programmes, such as workshops and trips for editors, to foster knowledge-sharing within the respective regions and the development of an international network.

As I already mentioned, I believe that the cross-media and cross-industry rights trade will continue to play an increasingly important role in the future. And, of course, digitalisation is shaping developments in publishing. The emergence of new technologies is raising questions about intellectual property. Last year, we launched THE ARTS+, a new fair and business festival for content curators from different industries – not just the publishing sector, but also the creative and cultural industries. THE ARTS+ aims to provide an opportunity to discuss and explore new business models that arise from new technologies and revolve around the use of content and intellectual property. For example, this year, we’ll be diving deeper into the issue of artificial intelligence at THE ARTS+: Among other things, fair visitors will have a chance to see the project “manifest”, in which a robot generates theses and writes them down in three different languages. On the Wednesday of the fair, the second Global Illustration Award, organised by the Frankfurter Buchmesse in conjunction with the International Illustration Industry Association, will be awarded in THE ARTS+ area. This competition for illustrators from all around the world is managed by IlluSalon, a global illustration resource platform based in Beijing.

What are your thoughts on the special Book Fair issue produced by China Publishers Magazine and Publishing Perspective?

The online trade magazine Publishing Perspectives is a project of the Frankfurter Buchmesse’s New York office. Thanks to the partnership between China Publishers Magazine and Publishing Perspectives, the Frankfurter Buchmesse – as well as other publishing organisations – has been able to develop closer ties with publishers from China. Moreover, this cooperation has brought high-quality information and data about the Chinese book market to a wider audience of international publishing professionals – which, I am sure, benefits the entire publishing community. As my Book Fair colleagues in New York have emphasised, Publishing Perspectives is eager to continue supporting this special issue.

About the Frankfurter Buchmesse

The Frankfurter Buchmesse is the international publishing industry’s biggest trade fair – with over 7,150 exhibitors from 106 countries, around 278,000 visitors, over 4,000 events and approximately 10,000 accredited journalists of which 2,400 are bloggers – in attendance. It also gathers key players from other media, including the film and games industries. Since 1976, the Frankfurter Buchmesse has featured an annual Guest of Honour country, which showcases its book market, literature and culture to attendees in a variety of ways. The Frankfurter Buchmesse organises the participation of German publishers at around 20 international book fairs and hosts trade events throughout the year in major international markets. With its Business Club, the Frankfurter Buchmesse offers essential services and an ideal setting for the activities of publishers, entrepreneurs, pioneers, experts and visionaries. Founded in 2016, THE ARTS+ is a business festival for creatives, investors, publishers, museums, tech companies, that takes place at Frankfurter Buchmesse. The Frankfurter Buchmesse is a subsidiary of the German Publishers & Booksellers Association.
China's Digital Publishing Industry Achieved An Increase of 29.9%

By Wei Yushan

Digital Publishing Industry Scale

In 2016, the total revenue of China's digital publishing industry was 572.085 billion yuan, an increase of 29.9% over 2015. Among them: Internet journals revenue reached 1.75 billion yuan, e-books amounted to 5.2 billion, digital newspapers (excluding mobile newspaper) up to 900 million yuan, blog applications up to 4.53 billion yuan. Online music reached 6.1 billion yuan, network animation reached 15.5 billion yuan, mobile publishing 139.95 billion yuan, online games amounted to 82.785 billion yuan, online education reached 25.1 billion yuan, and Internet advertising reached 292.07 billion yuan. Internet advertising revenue accounted for 50.7% of digital publishing revenue, mobile publishing revenue accounted for 24.46%, online games show 14.47%, online advertising had continuous significant growth from 2006 to 2016, showing a strong momentum of development. Although online games declined in the proportion of annual total revenue, it still constitutes the main force of digital publishing industry revenue.

1. The Proportion Of Traditional Books And Periodicals Is Still Declining

In 2016, the total revenue of Internet journal, e-books and digital newspapers was $ 7.85 billion, an increase of 5.44% from 2015, accounting for 1.37% of the total revenue in digital publishing, compared with 1.69% in 2015 and 2.06% in 2014, it continued to decline. This shows that the digital publishing business revenue growth of traditional publishing companies is lower than the growth of online games, online advertising and mobile publishing, the digital transformation and upgrading, integration development of surface traditional press and publishing companies is still need to be accelerated, to speed up the development and market applying of products.

2. Emerging Plate is Rapidly Developing

In 2016, the revenue of mobile publishing was 139.95 billion yuan, online education (K12) was 25.1 billion yuan, online animation was 15.5 billion yuan, these three kinds of revenue accounted for 31.56% revenue of digital publishing, an increase of 2.49% compared with 2015. Mobile publishing has become an important development direction of digital publishing with strong development potential; online education, as the core of digital education publishing, after years of layout and market competition, its industry has made further development. Network animation, after years of exploration and persistence, in the case of IP operations increasingly received attention, has entered the development of fast lane.

New Development of Digital Publishing Industry

1. Network Literature Continued To Develop Rapidly

In 2016 the network literature still maintained a good momentum of development. According to the "2016 Digital Reading White Paper", in 2016 the growth rate of total digital reading content volume reached 88.2%. The proportion of originals increased from 69% to 79.7%. In 2016, the mainstream of online literature speeded up the process. Realism theme was increasing. "Ode to Joy", "Dear Translator" and so were all the realist works that aroused a large social repercussions. More and more network writers joined the industry associations, a number of provinces and municipalities and industry associations have set up a network of literary organizations, marking the network writers and online literature works are gradually access to the whole society and industry identity. Network literature, as an important IP resource, still has a huge effect in 2016. IP operation has become an important mode of operation in the network literature industry.

2. Digital Education Published Achieved Significant Breakthroughs

Online education, flipping classrooms, MOOCs, SPOCs, digital teaching materials, e-books, micro-class education and other teaching services and products continued to emerge. The transformation and upgrading of traditional education publishing companies has future developed, under the guidance and promotion of government, pre-
of audio books, and audio books are expected to be a new model of knowledge services. Audio book become a part of the IP ecological chain, network literature, film and television drama, screen games and other contents of audio books are very common now.

5. The Diversified Development of Social Media

The rapid development of mobile Internet strongly inspired people’s needs based on social information. In recent years, from microblog to WeChat, social media plays an increasingly important role in people’s daily lives, which widely exists in the virtual community, instant messaging, mobile broadcasts, microblog microaudio, audio and video and other aspects of Internet applications.

Social media has become an important source of information, microblog, WeChat and other mobile social media has become an important channel of accessing information and an important source of public opinion.

News apps are also more and more focus on their own social attributes, and increased the training and support from the media efforts to build their own community relations, to create their own media ecology closed-loop. Social media is a not blind pursuit of a flash in the pan, it paid more attention to the continuous effects of content, mobile lives, short video, audio and other areas has emerged, social media constantly iterative upgrading and diversified development.

New Trends in Digital Publishing Industry

1. The Era Of Competition With The Internal Force Of Integration And Development Is Approaching

The development of the publishing industry has a more solid foundation; the integration of transition and integration have a more in-depth thinking and more comprehensive layout both from the department level and publishing unit level. "13th Five-Year Plan period is the critical period to enhance the quality and efficiency of transformation and upgrading, integration and development in press and publishing industry, it was also the breakthrough period to build brand, create models, achieve results and product efficiency. After a long period exploration of Integration and development, it will be expected to form a number of effective models and the emergence of more emerging formats. Industry integration will be more closely and more in-depth to cultivate more new growth points.

2. Artificial Intelligence Technology Is Reshaping The Publishing Process

Artificial intelligence technology is accelerating into the press and publishing industry, it has been applied in the publishing and distribution, printing and logistics, data processing, digital reading,
digital education and other fields, the press and publication industry, and it will bring more possibilities for the integration.

Artificial intelligence will enable the publishing process to be intelligent.

First, voice input manuscripts.

Second, machine helps to revise drafts.

Third, machine writing.

Fourth, it can enhance the interaction experience of users.

In addition, artificial intelligence also has the development prospects of advertising in the printing field; it can effectively eliminate backward production to improve production efficiency.

3.IP Operation Achieved The Leap From Qualitative Accumulation To Qualitative Transformation

The policy level of continuous advantages and copyright protection mechanism is increasingly perfect created a good environment for the development of high quality IP. IP operating ecology tended to be mature. In 2017, the IP market will enter the rational growth period from the outbreak period. The choice and operation of IP will be more cautious by the industry, from the content quality, brand influence and business value and other dimensions of comprehensive consideration. The market put forward higher requirements for IP quality, to promote the survival of the fittest of IP. The future of IP competition will not just be the content competition; it will also be life length competition, that is, continuous influence of competition.

4.Digital Education Publishing Ecosystem Gradually Formed

In 2017, digital education publishing layout will be initially apparent. Online education mode in the vertical field of the smooth development will lead to the realization of segmentation of education; the outbreak of behavior data, learning data and evaluation data made personalized learning possible. Live Broadcast is widely used in the field of digital education, it will expand online applications scenes and models, to build live teaching platform and set up live courses, one to one live and other innovative teaching methods, it will enhance the teaching timeliness to achieve better teaching interaction.

The transformation and upgrading, integration and development of publishing industry in the field of education is deepening, publishing units took high-quality teaching resources as the core, technology and platform data as the support to digital products as the starting point, to build a complete digital education ecological closed-loop. Publishing units started cooperation with technology companies, Internet companies, institutions of higher learning resume with a more open and integrated mentality. Internet enterprises in the field of digital education will be the strategically transform from the market share to the allocation of outstanding teaching resources in the past two years to provide high-quality teaching content for the cornerstone of development, and continuously improve teaching efficiency to build a sound teaching ecological system.

5.Academic Journals Cluster To The Depth Of Development

Promoting the development of academic publishing has been included as one of the important direction of "13th Five-Year Plan" in the press and publishing industry. The development of academic journals has become an important way to enhance the strength, promote the transformation and enhance the brand, and it also became an important trend for the development of academic journals. Through the construction of academic journals resource service platform, the journals in the resources, platforms, personnel, operations and other aspects of complementary advantages, coordinated development, it has become the academic journals cluster development petition room. The development of academic journals cluster has transformed from the comprehensive range of mass platform to the same vertical areas (such as science and technology, finance, etc.) professional platform change.

6.Knowledge Payment Is Emerging

Internet ushered in the business trends of content, paid community, audio Q & A, and online course knowledge paid product have eye-catching performance. The rise of knowledge payment, on the one hand is the content of entrepreneurs to explore the mode of liquidating the knowledge, on the other hand is the user access to the Internet for a deeper level of information requirements, people's needs of accessing knowledge has transformed from the "abundant and whole" to "detailed and professional". Expertise in the field of paid knowledge is the future direction of development, obtaining the answers of authority, experience and advice of experts have become the most important motivations for users to paid knowledge.

7.Network Broadcast Industry Will Usher In The Reform Period

Network broadcast becomes a new social and marketing model. Network broadcast has highly aroused the attention of the relevant management departments; they introduced a series of related policies. In 2017, it is the supervision year of network broadcast industry; it is also the reshuffle year. With the increasing demand for practical and personalized content, knowledge-based live has become the new direction of broadcast development, and broadcast is expected to become a new means of knowledge liquidation. Live is rapidly extending to various vertical areas, live + games, live + news, live + sports, live + education, live + electricity and other models will continue to develop and become more mature. All kinds of live platform in 2017 will show more intense market competition, the industry layout will become increasingly clear, which will motivate the Internet giants make some moves in the field of network broadcast. In 2017 network broadcast live has become the IP, it will also become an economic reality.
The Biggest Challenge Is Lack of Faith and Awe of the Industry

By Yang Fan

“Companies of big brands in the fashion industry’s will hold conference in spring and autumn every year to declare to the world the perception of the annual aesthetic trend. Like wisely, the most important enterprises in each industry have the obligation to share their new idea of their developing trends on a regular basis and have a deeper communication with the media.”

These are the ideas proposed by Gong Shuguang, Chairman of the Board of Hunan Publishing Investment Holding Group as well as Chairman of the Board of China South Publishing & Media Group Co., Ltd. at the press conference before the Fair of the 27th session. As the establisher of the human spiritual world, the vital importance of the publishing industry is self-evident, but very few people made similar predictions in such a critical industry in the past. In the industry Gong Shuguang is the only one who does such a fabulous and miraculous thing and insists on inviting a large number of media at the annual book fair and sharing his perceptions of the developing trends of the industry.

**Basis of willpower for Publishing**

In 2016, the market value and profit of China South Publishing & Media Group Co., Ltd. topped the domestic listed companies and ranked the 6th in the “Top 50 Global Publishing”, which demonstrates the company’s strong strength in the world. The group not only attained gratifying achievements, but it spreads fabulous news in publishing industry for times. Mr. Zhong Shube completed and publicized the 65 kinds of continuation books of “To the World Series” Yuelu Publishing House which shocked China in 1980s. The whole series of books made a perfect completion in 37 years. The publishing of “Ancient Chinese Historical Map” and “World Buddhist Art Show Ceremony” and other books add glory to the Group’s exhibition bibliography.

Gong Shuguang attributed the success to willpower of the main project of China South Publishing & Media Group Co., Ltd. “Good environment and opportunities facilitate to glorious success of Hunan Publishing Investment Holding Group and China South Publishing & Media Group Co., Ltd. Hard work of the publishers for generations accounts more in their success.” How is the willpower created? What qualities does it bring to Hunan Publishing press in such a fast-food cultural world.

**China Publishers Magazine:** As you said, China South Publishing & Media Group can devote a few decades to do a set of books, where is the willpower from?

Gong Shuguang: It will undoubtedly coast us a great amount of time to pursuing the career of passing, inheriting and appreciating...
the essence of culture. It shows us that nobody can become a success in this industry by seizing an opportunity, and become just as rich as horses’ eating the grasses overnight. If we want to expand our cause, we must resort to efforts of people for generations. Sitting out years is the essence of press industry, that is, we must have the perseverance and willpower of insisting on the cause for ten or twenty years even fifty years, only in this way can we published such masterpieces as “To the World Series”and “Ancient Chinese Historical Map”. In this sense the willpower we’ve mentioned is the perseverance and willpower of the publishing. We must keep up our mission of the industry and try our utmost effort to keep its original intention.

China South Publishing & Media Group has achieved marvelous achievements in the main business in publishing which is the result of our keeping up this original intention as our duty and take it as our religious belief. Will Editing and publishing books cost us much time? Needn’t some presses spend much time? The answer is yes— I have known that some presses will complete the edition of a book in one or two night. I also hear that some writers spend only dozens of days in a book. Can such books realize writer’s dreams and publishing value of the editors? I will not make any judgment, but I am sure that China South Publishing & Media Group will never do such things. As for us, publishing industry can never tolerate the crude rubbish. There is no such simple thing that you can exert your talent without any limit based on some topics. We believe that every word we spread should be accurate and reach the truth in idea as possible as we can. Taking such serious attitude, we can trace some knowledge or thing until we find out the truth.

I have mentioned that there are masters in every walk of life in many occasions, and every profession should be treated with great awe. Those that were not paid great awe may be eliminated from 360 professions. It is also true to publishing. Awe we’ve paid to the publishing is a kind of perseverance and guard. I have made numerous arduous efforts in this industry for 20 years. I have grown up into a serious publisher with great awe for the publishing from an outsider. The process of shifting is difficult. I regret to say that more and more new publishers don’t hold such great care and awe. As for them publishing is just like a virgin land that you can wantonly run and even trample. What I have mentioned is a problem in the current industry and my worries as well--- if all the publishers don’t have awe, passion or love one day, there isn’t any significance of existence for publishing, it’s very close to collapse. In this sense, the biggest challenge confronted by the publishing is right the belief and awe of publishers for the industry.

Taking great initiative to revitalize the main business

Many new things have emerged in new normal cultural consumption. Many national large-scale publishing media enterprises have diversified their development model. Education, games, electricity and other emerging areas become the focus of many groups. In stark contrast, Central South Publishing & Media Group has proposed the slogan of “revitalizing the traditional publishing”, and centered on the main publishing press and explored a new path of leading Chinese culture to overseas.

Never advocate IP and making addictive games, which shows unique style in the development path of China South Publishing & Media Group. Skyrocketing development at speed of 20% in the past nine years makes it a flourishing giant tree of strong root. Why does China South Publishing & Media Group develop at such steady speed? From the viewpoint of Gong Shuguang, the group pays enough respect to the change of the times, close attention to opportunities offered by age and gives enough caution to potential crisis arising in this age."

China Publishers Magazine: As for an individual, publisher and press, remarkable achievement cannot be attained without willpower. As a mega group with diversified business, how can China South Publishing & Media Group keep its willpower for the main publishing business.

Gong Shuguang: Let’s take a close look at the main catalog of books in China recently first and shift our focus to financial report of listed company. We will find that the whole publishing industry develop at a slow speed whether in sales or profits. Such a trend forces us to think a question over:

Should China’s mega publishing groups on behalf of China’s publishing strength keep on their original publishing business or explore a diversified style to pursue their development? Should they place their development onto publishing business or for a diversified business structure? Should such mega groups focus all of their attention on other businesses or make publishing an accessory of cultural businesses? Possibly people differ in their opinions and China South Publishing & Media Group has its own answers.

China South Publishing & Media Group ranked sixth surpassing many old international groups in the list of “Global Publishing Top 50” which confused many media overseas: How can this group attain such remarkable achievements not located in Beijing or Shanghai? My answer is as simple as the two words: publishing willpower. Willpower here means insistence on the main publishing business of our group in recent years.

I don’t think insistence of our group is unique and rare. The whole publishing industry is keep on it. If there must be some difference, the differentiation lies in time and strength. If we make judgments only from financial reports at current time, China South Publishing & Media Group makes undoubtedly the most reliable insistence: income of the main publishing business accounted for more than 90% of total revenue. If there is a growth in sales of our group, the main publishing business must have increased; if our group decline in the sales, it’s
possible that the core publishing business sales had a fall. Other businesses in our group cannot support such a mega enterprise.

**China Publishers Magazine:** As you have mentioned in an interview, the future development of China South Publishing & Media Group will be promoted by “three carriages” of the traditional publishing, Internet platform and financial investment, so what I want to know is what clues and reference values can other peer groups get from your developing strategy.

**Gong Shiguang:** The “three carriages” mentioned here refers to the new developing strategy of China South Publishing & Media Group when it developed into a certain scale, accumulated a certain resources and amassed some wealth. This strategy has been made based on individual resources, capital structure and optional path, which may not be suitable for other enterprises. If we must say there are some reference values in some something common, I think that is the reasons behind the strategies. In other words, how a cultural enterprise tackle the relationship between them after a certain accumulation of wealth and resource.

Before the birth of the Internet, capital and resources can be promoted on the same dimension. But now the existence of the Internet is making this relationship more complicated: under the full coverage of the Internet, can traditional publishing keep its developing track and can it be compatible with internet? All publishers will ask themselves such question and face up to the choice. My judgment is: traditional publishing will undergo a continuation period, during which it can continue to produce profits, but what is more important is that it can help accumulate resources before the enterprise slips in the Internet era. How can we make current cultural resources in the traditional publishing and the Internet play a dual value has become most vital mission of the publisher in the next 20 years or longer period.

As for the question that why does China South Publishing & Media Group start its financial service? One of the reasons is that we are wealthy. What is more important is that our group needs support of financial service. Current traditional publishing isn’t as small as “bucket of rice business” in the past. Two or three million RMB may be invested in a series of masterpieces. In this sense, financial service becomes our strong support of publishing industry. We don’t lack of financial service currently, what we lack is deep understanding of publishing industry and cultural industry as well as financial service which can satisfy needs of the two industries. Therefore we set up a financial company and fund company aiming to pursue a better development of publishing and culture.

We do not expect our financial company as successful as Citi, and we ever dream a glorious fund company. But I hope they can serve the development of their own industry and provide a strong support for the main publishing just like Sony or GE (General Electric Company) in the early period.

**China Publishers Magazine:** As the world’s sixth largest publishing media company, what place do you set overseas market in your strategic planning?

**Gong Shiguang:** As for China South Publishing & Media Group, developing overseas markets is not only a “political mission”, but also inevitable demand when a company reached a certain phase and scale. Our group has already been the mega enterprise in China’s publishing industry, and we can never avoid the expansion of international business if we want to make a bigger progress in the international ranking and become a genuine international mega group. We don’t have other choices at all. In recent years, we have been very active in the “going out” strategy and made some breakthroughs in the following aspects.

First of all, China South Publishing & Media Group has been making great effort to strengthen copyright cooperation, trying our utmost to sell our copyright in developed countries and among the mainstream population. In recent years we’ve expanded our copyright export from Southeast Asia to Europe and the United States. We’ve also gradually shifted our export from minor publishing agencies to some mainstream and well-known publishers. We’ve focused our attention on original novels and picture books with strong local characteristics not merely on Chinese elements.

Second, China South Publishing & Media Group has been sparing no effort to seek strategic cooperation with some large international publishing groups. We started cooperation with Pearson Group in field of textbooks and digital education and we launched cooperation with Frankfurt Book Fair in the global online copyright trading system (IPR project). This cooperation orient some new business areas and we hope that we can have some right of speech in global market in the future with such new-type cooperation.

Third, following the China’s diplomatic strategy, we actively promote some projects on broad cultural landscape of the “One Belt And One Road” to build pipeline for the mainstream cultural export. Last year, our education program in South Sudan has also received widespread attention—-in this project, we have not only designed the teaching system for South Sudan, but also we’ve edited and printed textbooks and trained teachers. We promoted cultural exchange effectively and achieved the Group’s economic value.

To sum up, China South Publishing & Media Group realized combination of traditional copyright trading and Internet products transactions in the process of practicing “going out” strategy. We actively entered highly developed countries and expanded our business overseas while we paid close attention to countries along “One Belt And One Road”. Our group hopes that based on the combination of the above strategies we can complete the process of knowing about, get familiar with and finally occupying a position in the international market.
Zhejiang Publishing United Group
Along the Belt and Road

By Yu Yang

Since 2000 years ago, Zhejiang merchants had been travelling all over the world for the market. Nowadays, there are still many Zhejiang merchants along the Belt and Road countries and regions. Zhejiang Publishing United Group ranked eighth in the world publishing group, it seized the business opportunities of publishing industry in the Belt and Road and actively used the Zhejiang businessmen contacts in the world to play Zhejiang entrepreneurial spirit, started from nothing, step by step, changed resources short version to product long line, adding a few lines of scholarly for the historic silk road.

So far, Zhejiang Publishing United Group has been working with more than 20 Silk Road countries which includes Malaysia, Singapore, Indonesia, India, Sri Lanka, Nepal, Thailand, Vietnam, Kyrgyzstan, the United Arab Emirates, Israel, Russia, Serbia, Poland, Romania, Hungary, Bangladesh, Albania, Pakistan, Iran, Mongolia for co-publishing projects. Zhejiang Publishing United Group along the footprints of predecessors, laying their own publishing layout in the two Silk Road, one is the land Silk Road across the vast continent of Asia and Europe; the other is the sea Silk Road from Southeast Asia to Africa.

Land Silk Road: From East Asia to Western Europe

Arbat Street is a famous pedestrian street in the heart of Moscow, 53# in the street is the former residence of the Russian writer Pushkin. July 5, 2016, Arbat Street welcomed a new neighbor - Shang Si Bo Ku Chinese bookstore. Shang Si Bo Ku Chinese bookstore is Russia’s first Chinese bookstore; it is not only an overseas Chinese bookstore, but also the largest platform for Sino-Russian cultural exchange welcomed by Russian readers and the Russian Chinese theme publishing.

For the Russian readers, in addition to buying books and reading, they can temporarily put down the vodka cup and read a page of book, taste a pot of Longjing tea in this bookstore. Bookstore held a total of more than 160 series of Chinese cultural theme activities including Chinese tea, Chinese painting, Chinese learning, and reading Chinese poetry, experiencing the Chinese New Year, the cumulative number of participants was more than 7,000.

Bookstore has undertaken theme book exhibitions and new book release activities from 17 domestic publishing groups and institutional groups. "The Shang Si Bo Ku is like the Silk Road of book, there are books, people and cultural exchanges on the road, China’s thinking steps into Russia from here." There is reason to be here, "said Svetlana Anikyeva, president of the Russian Oriental Literature Publishing House. I believe that this road will greatly promote the Sino-Russian cultural exchanges, enhance mutual understanding and friendship between people from two countries.

Since the opening of the bookstore, nearly ten thousand Chinese books and more than 300 Chinese books translated into Russian are displayed here. Shang Si Bo Ku Russian website has opened at the same time, 700,000 kinds of Chinese books from the domestic Bo Ku has been all on the line. The bookstore was cooperated by the Zhejiang Publishing United Group and Russia Shang Si International Publishing Company. Shaolin Kungfu, This is Ma Yun, The Trilogy of Tea and Man, The Dream
of Wolf King, China's fable story, Elementary Chinese Course, HSK New Chinese Proficiency Test Course and other books published by Shang Si International publishing company through publishing platform, was translated into Russian for the Russian book market, praised by the Russian readers in the bookstore.

In Russian, "Shang Si" is the meaning of the opportunity; "Bo Ku" is the meaning of the book. As the Zhejiang Publishing Union Group in one of the largest issued investment projects among the Belt and Road countries, the name of the bookstore shows the willing and vision of Zhejiang Publishing United Group to promote China publishing to go out of the country to the world. Starting from Moscow, along the Silk Road to the west, step into the Central Europe region, in here, Zhejiang Science and Technology Publishing House under Zhejiang Publishing United Group is now cooperating with Springer-Verlag Publishing Company and De Gruyter China. In the field of academic books, Hamiltonian System of the Symplectic Geometry Algorithm, Atmosphere, Ocean Infinite Power System, Plastic Surgery Encyclopedia, Strange Wave And Its Mathematical Theory and other academic works and copyright of world academic front level continuously output to these two world-class publishing house.

In 2009, Zhejiang Publishing United Group and the European Times Culture and Media Group in Paris, France joint venture to set up the Editions Horizon Oriental, which specialized in French translation and publication of Chinese books. In 2017, the London branch of the Oriental Book British branch set up to build. In the future, all the way through the Belt and Road, it will start the new journey of English publishing world.

**Maritime Silk Road: From Southeast Asia to Africa**

In the development of China's network literature, it has emerged a number of outstanding writers and works in Zhejiang. The Biography of Mi Yue, Jiang Shengnan's The Biography of Zhen Huan, Nan Pai San Shu's The Graver Robber's Chronicles and other sets off a national boom. Zhejiang Publishing United Group will not miss the opportunity to get these bestsellers out of the country. Relying on the platform of Belt and Road, in the route of the Maritime Silk Road, the group will spread these works in the countries. In Vietnam, Thailand, Indonesia, Zhen Huan Biography, The Biography of Mi Yue and so on are exported multi-national, multi-lingual copyright.

If the network literature is tasty fast food, then the traditional classic is a fine feast. At the same time sharing the fast food, the group also carefully cooked the feast of the spirit for foreign readers. Along the Indochina Peninsula to south, there is the beautiful Malaysia. This country which across the Malaysian Peninsula and Kalimantan Island put the efforts of the whole country, and it lasted 30 years, in the cooperation of Malaysia Ministry of Education National Language Bureau and Zhejiang Publishing United Group and its Zhejiang ancient books publishers, finally translated Chinese four classics Romance of the Three Kingdoms, The Dream of Red Chamber, Journey to the West, The Story of Water Margin into Malay and published. The cooperation between the two countries in the field of literary translation has become a model for the "going out" cultural construction under "Belt and Road Initiative" and innovation literature "going out". Group's primary and secondary school textbooks also entered the Malaysian, Zhejiang version of science teaching materials and high school physics and chemistry textbooks has entered into more than 30 Chinese language schools in Malaysia, more than one hundred thousand students have used them.

The end of the Maritime Silk Road - Africa, is also the overseas market that the Group has put most efforts to. From the beginning of the agricultural science and technology series that Group launched in Africa to the economic and cultural, Chinese learning, literary works, children's books and other categories, to the first half of this year's teaching materials and subject books. After eight years of hard work, the Group's non-publishing cooperation works ranked in the forefront of the country and awarded the special contribution award by the Press and Publication of SARFT and the State Council Information Office.

African Agricultural Development Technology Series and African Common Disease Prevention Series has been published in English, French, Spanish and Swahili, involving Africa, Tanzania, Kenya, Rwanda, Ethiopia, Sudan, Equatorial Guinea, Nigeria, South Africa and other eleven countries for 20 versions. Beautiful times of daughter-in-law, Shen Shixi Animal Stories, Yang Hongshou works and other literary works, children's works translated and published in Africa, which received a warm welcome from local readers. Education Society and Cameroon Marou University co-published French version of Chinese textbook Hello, Cameroon, which approved by the Cameroon Ministry of Education. The French version of the Primary Mathematics textbook for Africa has been published in three volumes. The coming up French version for Africa, primary school mathematics textbook, English version for Africa, Three Decades of China series, and so on.

Through the platform of Belt and Road, the Group formed an overseas publishing industry prototype across Europe, Central and Eastern Europe, Russia, Southeast Asia and Africa. Copyright output and capital operation simultaneously developed, which achieved the initial completion of the layout of overseas publishing work. From 2011 to 2015, the Group's copyright output variety has increased from 22 to 260, an increase of more than 10 times. Books and cultural products exports increased from 1.05 million US dollars to 6.5 million US dollars, of which books and copyright exports 3 million US dollars, book printing processing and cultural products exports 3.5 million US dollars.

In the future, the Group will continue to advance in Japan, North America, South America and Australia from deepening the Belt and Road Initiative and promote cooperation with overseas publishing from various aspects such as publishing, distribution, printing, integration development and education. To the book for the media, with the road, the Chinese culture spread to the rest of the world.
The International Development In Anhui Publishing Group

By Fang Fei

“Going out” has been one of the most important strategies of Anhui Publishing Group. In the first half of 2017, the Group centered on publication business, taking into account cultural-related industries and closely works on foreign cultural development strategy “One Belt And One Road”. Anhui Publishing Group launched a series of foreign trade and publishing cooperation and exchange activities, and achieved many cooperation accomplishments on copyright output, cultural services trade, capital cooperation and international exchanges, with “Going Out” work reaching a new level.

I. Achievement of “Going out” Strategy

1. Enhancing work layout and expanding new platform of South America market! Year of 2017 is 45th anniversary of bilateral diplomatic ties between China and Argentina. The Group actively participated in the Argentinean Buenos Aires International Book Fair, has deep exchange with Argentina EDITORIAL GUADAL Press, PLANETS Publishing Group and “New Argentine Weekly” owned by Argentine Chinese online group. The two sides reached a cooperation intention on copyright trade, co-publishing, printing equipment, digital publishing, and many other aspects. Taking book fair as an opportunity, the Group planned and prepared actively Anhui, China • Argentina youth (football) culture week, and was highly praised and supported by Zhang Shuguang, vice governor of Anhui Province, Antonio Martin Rivera, Argentine Consulate General in Shanghai, leaders from Anhui Provincial Party Committee Education Committee, Anhui Provincial Foreign Affairs Office, Anhui Provincial Cultural Hall, Anhui Provincial Sports Bureau and other departments. First phase of Children’s soccer training camp established by cooperation of football coach from “Age International Children” and Argentina is expected to be open in August this year.

2. Launching innovative promotion, the first books counter of “One Belt And One Road” landing Singapore! Anhui Publishing Group had a total of 123 sales of book copyright since its cooperation with Singapore Union book office in 2011, and exported 28 magazine copyrights. “China Dream”, “China Red” and other books had an active market in Singapore. In the first half of 2017, the Group cooperated with the Singapore Friendship Book Bureau and provided Anhui Publishing Group Shop in Singapore”, displaying all the publications and products of the Group.

3. Striving forward, Advanced Technology & Materials Co. takes charge of African Union headquarters! Centering on “wisdom of energy” and “wisdom building”, the Group’s Advanced Technology
Materials Co. expanded businesses overseas and established cooperation of overseas market expansion with China Gezhouba Group, China Seventeen Metallurgical Group, China Harbor.

China Books Export and Import Co and other large central enterprises. Advanced Technology & Materials Co. developed programs with local partners of Ethiopia, Ghana, Thailand, Vietnam, Indonesia, Sri Lanka, Maldives and other countries. After repeated research and demonstration, Advanced Technology & Materials Co. set up branch company in Ethiopia, AU headquarter in the first half year of 2017 and took East African as base, building bridge head of overseas science and technology industry, covering its across the whole Africa.

4. Taking the initiative to invite the Italian Panini Group to promote international media exchanges and cooperation. In order to implement the 2016 Barcelona Global Wisdom City Exposition, the Group invited Italian Panini Group, the world’s leading sports collection company, to conduct research and study. The two sides had a deep discussion about the joint development of the domestic sports collection market and co-editing of Disney and Comic books, co-planning doll sales authorized by sports stars and participating in international competition. The two groups plan to hold Sino-Italian cultural cooperation at the Beijing International Book Fair in August and sign a series of cooperation projects then and there.

5. All-round cooperation, fruitful cooperation harvests of the Group and the Romanian Cultural Center! In the first half of the year, the Group took the initiative to cooperate with the cultural center of the Romanian Embassy in China. The group organized performances of Romanian National Song and Dance Troupe in Anhui twice. The group took establishment of international publishing center under the cooperation with China International Book Publishing Group as a great opportunity, and uniting with Beijing Times Chinese Press, it will employ Lu Boan, the Romanian Cultural Center Director as an international consultant to promote all-round cooperation such as mutual visits between China and Romania, research tours, cultural performances, and cultural exhibitions.

6. Elaborating books, and a variety of books getting foreign propaganda special funding! The Group actively applied for various foreign propaganda projects held by SAPRFT. In the first half of the year, 107 special books were first selected by youth Taiwan copyright project, with the fund amounting to 2.025 million RMB. “Reading Stories, improving capacities Series Books”, “Famous Fairy Tales Level Reading" and other 10 books were awarded special funding of “book copyright export reward plan”.

7. Actively participating in book fairs renders more international cooperation! The Group has selected capable and talented staff to participate in Italian Bologna Children's Book Fair, Abu Dhabi International Book Fair, Buenos Aires International Book Fair, Shenzhen Book Fair, New York International Book Fair and other international cultural events. The group contacted with nearly 200 publishers from different countries on the book fairs, and made about one hundred trading projects such as copyright trade, co-publishing, digital new media business, cultural readings trade cooperation etc., increasing over 50 new partners.

8. Applying for various “going out” honors expands publicity influence! The group actively applied for various “going out” projects and honors to expand its influence and publicity. The group applied for “national cultural export key enterprises and key projects” launched by the Ministry of Commerce, "Classic China International Publishing Project in 2017" launched by the General Administration, "Silk Road scholar project key translation funding project", "Chinese contemporary works translation project", the Central Propaganda Department "External publicity and promotion projects" etc.. Currently, 14 enterprises of the group has succeed in the primary selection of “national cultural export key enterprises" launched by the Ministry of Commerce.

II. Future conceptions of “going out” Strategy

1. The group will focus more attention on organizing the 69th session of the Frankfurt Book Fair, and actively invite foreign traders to negotiate copyright trade, co-publishing, real readings trade, capital cooperation. The group will display good image of Anhui and expand foreign exchange and cooperation by making the best of exhibition platform.

2. The group will do better in planning of "going out" major projects; launch more key "going out" projects. Meanwhile the group will make its utmost effort to promote the implementation of the project and speed up establishment of key projects by way of capital cooperation, new media cooperation and copyright cooperation.

3. The group will spare no effort to carry out international cultural industry cooperation projects such as book copyright trade, real books exports, international printing and electronic cultural products exports etc.. The group will enhance the development of export-oriented product research and development and carry out international cooperation and exchanges.

4. The group will continue to increase the pace of digital publishing development, accelerate the transformation of traditional publishing industry, expand foreign propaganda platform and channel, and enhance the influence of Anhui cultural brand.

5. The group will continue to strengthen the training of export-oriented talents and elevate qualities and levels of staff members of "going out" foreign cooperation.

6. The group will do well in implement "going out" strategy, maintain a good and stable cooperation relationship with media industry at home and abroad, and enhance the strength of "going out".
SEP: To Achieve International Tridimensional Operation

By Liu Dongjie

Belt and Road strategic plan provided a historic opportunity for Sino-foreign cultural exchanges and exchanges. Shandong Education Press first seized the opportunity to list "internationalization" as one of the development goals, based on their own publishing characteristics and advantages, promote a comprehensive layout, achieving a series of important achievements in international exchanges and cooperation. Since the 18th National Congress of the Communist Party of China, more than 100 kinds of books in the past five years have realized multi-lingual "going out" development, five projects have been funded by the national key projects, and various special activities has been held at the international stages such as BIBF in Beijing, International Book Fair in New Delhi, India highlighting the general image of the international market and initiatives and two directivity increased gradually. In 2017, "going out" development of our press achieved a new leap. Our press founded Oushan International Education Publishing Company together with international well-known Australian Education Management Group and establish overseas publishing platform to lay solid foundation for better and faster going out of our resources of high qualities.

1. Strengthen content construction and tell a good Chinese story

In the grand international copyright trade stage, the cultural exchanges between countries make more pursuit of national characteristics and world level. “The content” mentioned here refers to the core competitiveness. Characteristics of books, the author's academic status and international influence directly determine whether books can be recognized by overseas publishing agencies and overseas readers. Based on the advantages of resources, our press paid close attention to strengthen the construction of books, and make greater effort to tell a marvelous Chinese story.

1. Continue to excavate the Confucian culture, Qilu culture and other cultural characteristic resources of Chinese nation.

Our press takes advantages of cultural resource in Qilu which is the birthplace of Confucian culture, excavates brilliant traditional Chinese culture and promotes "going out" development. Copyrights of over150 kinds of books such as Chinese Culture Series, Chinese Culture Development History, Confucian Culture Public Reading, The Analects of Confucius, Qilu Talents Series, Vulgar Culture Series, Chinese and Foreign literature Exchange History, Ji Xiaolin Commentary were exported to Germany, Australia, Russia, India, South Korea, Egypt, Romania, Vietnam, Italy and other countries.

2. Actively plan outstanding contemporary cultural achievements with great "going out" potential.

In 2016 copyright export achievement of Chinese and Foreign Literature Exchange History released by our press attracts people’s close attention. The book series include 17 volumes elaborates histories of foreign literature and cultural exchanges in a magnificent style based on broad world literature and culture. The book analyzes the
essence of foreign and domestic cultural conflict and integration by investigating individual case in literature history relationship. At present, copyright of books series was exported in 12 language versions including English, Hindi, Bengali, Korean, Arabic, Romanian, Italian, Vietnamese, Malaysian, Serbian, Portuguese, and Polish. Chinese and Foreign Literature Exchange History-China-India Volume was listed as Silk Road Scholarship Project in 2016 and Chinese and Foreign Literature Exchange History-China-North Korea Volume was listed classic Chinese funded projects in 2016.

In August this year, our press launched Return to the World and the New Silk Road edited by famous Indian sinologist. English version of the book was published simultaneously by India branch of the internationally renowned Springer Publishing House and sold by mainstream channels of China and India. Our press published English version of Tianzhu Heart Shadow translated by Wang Huating, senior translator together with Indian Prakashan College Publishing House. The book recorded three trips of Mr. Ji Xianlin in India, vividly described friendly relationship between Chinese people and India people and exerted promoting and enlightening significance on the current construction of "Belt and Road" and story-telling of the Chinese and foreign friendship exchange.

II. Make the best of international platform to spread the sound of China.

Marvelous Chinese stories, how to tell these stories vividly, spread sound of China and elaborate

Chinese characteristics will directly affect achievement and result of "going-out" scheme. We continue to innovate ways and means of work and explore positively to organize contents, express voice with international expressions, launch promotion in the form of Chinese and Western dialogue, establish carefully external discourse system, enhance creativity, credibility, charisma and strive to improve dissemination effect to display charm of Chinese culture, the development of vitality and comprehensive strength.

1. Set up a world-class experts team

We pay close attention to build a world-class expert team including overseas sinologists starting from "going out" book planning and author team establishment to text translation, publicity and promotion. Experts team members are not only Chinese and foreign literature and cultural exchange researchers but active participants and promoters of Chinese and foreign cultural communication, having wide international influence. For example, Mr. Yu Longyu, author of Chinese and Foreign Literature Exchange History and Ji Xianlin Biography has made brilliant contributions to exchange on literature and culture between China and India. In Dec. 2016, he was awarded the honor of "Outstanding Indian Scientist Award" by Mukherjee, Indian President. The author of Return to the world and the New Silk Road and Sino-Indian relation expert and translator, was awarded special contribution of the Chinese book award in 2011.

Masini, Liang Lifang and other gentlemen are well-known sinologists. These international reputable authors provide us with the unique quality provided by international market. Resorting to their influence has played a very good role of bridge-building for our "going-out" development and accumulated a wealth of resources for our copyright work.

2. Utilize our national key project platform

For these high-quality publishing resources of "going out", our nation gives support and extensive promotion through key projects funded projects. In 2015, Chinese Culture Series - Imperial Examinations and Academies published by our press was exported to Korea and was funded in the "Classical China International Publishing Project" by the General Administration of China. In 2016, three projects of "History of Chinese and Foreign Literature Exchange • China – India Volume" (English and Hindi), Ji Xianlin Biography (Hindi) was funded in "Silk Road Scholar Translation Project", and Chinese and Foreign Literature Exchange History • China - North Korea Scroll "(Korean version) won the fund of "Classic China International Publishing Project " and received wide coverage of domestic mainstream media winning the trust of foreign well-known publishing house.

III. Establish overseas companies, and carry out international localization operation.

In order to better implement the international development plan, our press signed an intention contract with the Australian Education Management Group in 2016, establishing Oushan International Education Publishing Company. In Aug. 2017, Oushan International Education Publishing Company was formally established. Establishing overseas publishing platform and establishing overseas strategic fulcrum is the major strategic decisions of our press, standing from the present, long-term planning and fighting for future. Oushan International Education Publishing Company can play the following roles: It is beneficial to make full use of the advantages of the localization of the company, carry out cooperation with press abroad, expand copyright trade, and effectively enhance the international communication capacity of Chinese books; it is of great benefit to find more accurately the international publishing foothold, research and design Chinese curriculum resources, publishing relevant resources targeted Australian students, and further promote to all English-speaking countries; it’s helpful to obtain publishing resources of high qualities, and seize the opportunity of publishing. Besides cooperation in publishing, our press planned to send staff to make regular exchanges with Macmillan Education and Publishing Company every year, which was listed as important item of strategic cooperation so that our press can establish a world-class publishing agency personnel exchange channel.
"Art Bridge" To Build China's Art and Design International Platform

By Zhang Jingyan

Guangxi Normal University Press launched "going out" brand strategy during BIBF held in Beijing 2017. "Art Bridge" was listed into Brand family of Guangxi normal university Press and Zhu Ying Chun became “2018 Artists of Art Bridge”. Meanwhile art bridge will be set as sharing platform of Chinese art and design dissemination.

"Global contribution, Chinese and English version" made by Guangxi Normal University Press is a new edition, publishing and distribution model on publishing line of art and design books. Taking Chinese version of “Beauty of Bed and Breakfast” published in 2017 for example, the book collected over 100 cases within global construction design industry, and many editors home and abroad selected contents and was published respectively in Chinese and English. The book was finally promoted to the world after unified printed at home, taking Australia, Singapore, London, New York as distribution centers and seeking help of worlds’ 30 publishers.

Thanks to the “art bridge” project of Guangxi Normal University Press, many case books and tool books such as “Beauty of Bed and Breakfast” was promoted to the world market in the same way. It can become a standard case for future cross-border publishing industry. The reasons behind the success are layout of the two international transnational acquisitions and great efforts of cross-border publishing for about three years.

In 2014, Guangxi Normal University Press Group completed the acquisition of the Australian Vision Publishing Group, an international first-tier architectural design publishing company. In 2016, Guangxi Normal University Press Group completed the acquisition of the British ACC Publishing Group Limited Group. In these two acquisitions original editorial teams of the two overseas publishing group have been retained, while Guangxi Normal University Press also set up a domestic editorial team with more than 30 professional art design editors. Thus the concept of “global contribution, Chinese and English in one version” was realized and a complete publishing line of designing books was established covering architecture, landscape, interior, flat, industrial, fashion and other aspects. After completing the acquisition of the Australian Images Group and British ACC Group, four marketing hubs centered on Australia, Singapore, London and New York were formed. And then a strong global publishing network covering all the strong purchasing power regions was formed. Finally “international distribution” was achieved with work of over 50 global publishers and more than 30 professional publishing presses. So selling channels overseas of “art bridge” project has been all opened up.
"The Arts Bridge" is a Chinese and Western art and cultural exchange integrated service platform established by Guangxi Normal University Press with its international art publishing brand and international sales channels of art books. "The Arts Bridge" carried forward "going Out" brand strategy of Guangxi Normal University Press and started in 2016 Frankfurt Book Fair. As for strategic layout in 2017 and the next three years, Guangxi Normal University Press still places the project's most important international platform on some large fairs such as the Frankfurt Book Fair, London Book Fair, the United States Book Fair and Beijing Book Fair, also including fairs in countries along “One Belt And One Road” such as Cairo Book Fair and Istanbul Book Fair. Chinese publications of Chinese originality, Chinese design, Chinese craftsmen, and Chinese artists realize worldwide copyright transmission.

Programs launched and implemented currently by “The Art Bridge” include: international publishing and distribution alliance of art and design books, design library publishing, international art design magazine publishing, annual artist selection and international promotion, annual designer selection and international promotion, annual craftsman selection and international promotion, annual new designers selection and international promotion, editorial work series of Chinese and Western art books, art design international curatorial and forum, art and design international education and exchange, cross-platform of international art and design Image database and so on.

During the Frankfurt Book Fair in 2017, the Art Bridge will launch work of the annual artist's promotion. Zhu Yingchun will be awarded the honored of Annual artist of the year 2018 “the Art Bridge”.

Zhu Yingchun, a book designer, is very sensitive in diction and innovative in design. He spent five years observing living creatures and produced a book entitled “THE LANGUAGE OF BUGS” which was awarded an honor of “nature-created books” with tiny insects diffuse. Thanks to this cross-border works, Zhu Yingchun has already got elevation from designer to creator. As for "THE LANGUAGE OF BUGS", “Art is not just hanging on the wall, displaying in the exhibition hall. All living creatures including every life in nature have power of creating the beauty. Art exists everywhere around us.”

It is reported that English version of Zhu Yingchun and his "The Language of Bugs " will be promoted on a large scale by the British ACC Publishing Group in 2018 and in near future. In 2017 Frankfurt Book Fair Europe and the United States Museum (Hall 6.1, B113) will provide an independent booth for Zhu Yingchun and his book and hold speech for him. Cocktail party of book release will be held at the joint booth of ACC and Images targeting global media and over 50 publishers around the world.

“The Art Bridge” project explanation session and soliciting conference held by the Beijing International Book Fair aimed to show the openness of these channels and hoped relevant individuals and presses to join in union of “going out”, reaching the goal of enhance the transmission of Chinese culture and influence. The Art Bridge annual artist program will be open to the Chinese art and design publishing industry. Guangxi Normal University Press hopes that the 2019 artist program will become the joint venture of the American ACC Publishing Group and the domestic art and design publishing counterparts. At the same time, Guangxi Normal University Press will also add The Art Bridge annual designer project in the 2019 Frankfurt Book Fair and add The Art Bridge annual artisan project in 2020. Through the Art Bridge platform, Guangxi Normal University Press plans to solicit the cooperative promotion of 2019 annual artists and the annual designers from national art and design Publishing presses and even Chinese language world publishing presses. The existing resources of the "The Art Bridge” will be open to all publishing industries and institutions.
Brilliant Works From CCLMC


During Frankfurt Book Fair in 2017, the company launched a series of report list which reflected the developing process of Chinese economy and the latest popular research book named “China’s 30 Inventions” which resorted and analyzed major inventions made by China in world’s civilization process.

1. Story Series of China Creation • China Wisdom: Innovation Documentary of China’s High-speed Railway

This book is one of the story series of China creation. High-speed railway has changed people’s way of travel and lifestyle, and become the preferred travel of today’s Chinese people with its advantage of safety, convenience and comfort. Adopting modern high-technology, China’s remarkable achievements of innovative development of high-speed railway surprised the world. Overcoming difficulties and undergoing various hardships, China has been creating such brilliant and marvelous legend, which displayed outstanding Chinese wisdom and glory. The book will guide you to roam in the knowledge ocean of high-speed railway technology, explore mystery of technological innovation and display unique charm of Chinese wisdom with a new angle of general public, professional interpretation and vivid expressions, accompanied with fine pictures.

2. Story Series of China Creation • China supercomputing: Stories of “The Galaxy” and “Milky Way”

China supercomputing: Stories of “The Galaxy” and “Milky Way” is a kind of “Story Series of China Creation” with 200,000 Chinese Characters and about 30 illustrations. The book elaborated hardships underwent by our supercomputer. It developed from scratch and from backwardness to world’s leader in the form of reportage. The book showed patriotic dedication and strong professionalism of scientists and researchers for generations with vivid concrete details.

3. Story Series of China Creation • Sun Pursuer: Yuan Longping, the Father of Hybrid Rice

“Sun Pursuer: Yuan Longping, the Father of Hybrid Rice” describes Yuan Longping’s scientific exploration of doing research on hybrid rice with vivid, meticulous and scientific expressions. The book elaborates life experience of Yuan Longping in nearly 90 years and is a reportage for the young readers. The book introduced a series of scientific experiments on hybrid rice made by Yuan Longping and displayed his research and life vividly. The book can be regarded as a popular textbook entitled “Hybrid Rice”. The book places Yuan Longping in the contray, nation and age at that time, therefore introduction of Yuan Longping also shows the course of a country and nation.

4. Story Series of China Creation • 7000 Meters Beneath the Sea: Stories of “Dragon” in the Deep Sea

“7000 Meters Beneath the Sea: Stories of “Dragon” in the Deep Sea” conveys Chinese marvelous creation, establishing and innovation with real and vivid characters and stories in the form of reportage. The book introduced how this sharp weapon named “dragon” was created. The weapon named “dragon” set up a record of submerging at the depth of 7062 meters below the Mariana Trench carrying three persons. The record provided us great capacity of conducting scientific research and exploring resources in 99.8% oceans. The rational academic record is expressed in a literary way. The book is an outstanding reportage with innovative perspective,
clear context, unique display, rich spiritual emotions and contents and much scientific information. The book described vividly and genuinely a great scientific wonder in modern China and was a masterpiece written by many Chinese people who work on mystery exploration of the sea.

5. Story Series of China Creation • Auspicious Heaven Road: witnessing the Qinghai-Tibet Railway Construction Miracle

It is a reportage focusing on construction history of the Qinghai-Tibet Railway. Xujian, military writers traced the first key project of Qinghai-Tibet Railway and spent four years tracing, interviewing and completing the book. By introducing numerous vivid stories of common road builders, the book described scientists’ scientific researching spirit and great perseverance of overcoming three world-class problems, namely frozen soil, cold climate and hypoxia and ecologically fragile. There are many downs and ups in the project. After several decades of efforts of overcoming all the difficulties, the project was launched on June 29, 2001 and was open for traffic on July 1, 2006. Just like auspicious Hada, this magical long heaven road carried snow children toward development and happiness of the park.

6. Story Series of China Creation • Dream of the Blue Sky: C919 Large Passenger Plane

It’s a long reportage for young readers. The book tells stories of storming of the Chinese civil aviation, and describes stories of state-owned passenger aircraft C919 with independent intellectual property rights. The manuscript is clear in chapters and explains the causes, consequences and hardships. While popularizing aviation science knowledge, the book can elaborate vividly stories of pilots, flight test engineers and other characters to attract the attention of young readers.

7. Dongfeng Silk Road

The manuscript first shows the historical scenes of economic and cultural exchanges between China and Europe and other Asian countries. It describes the most magnificent three journeys of “going to the west” in ancient China. One journey is made by Zhou Muwang and the Xi Wangmu, and the second one is made by Zhang Qian and the sweat horse. The third is made by Tang Xuanzang and Nalanada. And then the book describes Maritime Silk Road proposed by China in the 21st century and world background of China’s glamorous global economic integration blueprint. On this basis, the author made a real note record and analysis of China-EU railway started in Chongqing, Zhengzhou and Yiwu. Taking China-EU railway (Zhengzhou) as an example, the book described difficult start and wise decision and real process of each trip leading to Hamburg, Germany from previous once a month to four times a week. The book also elaborated development of it from low-cost sales to sales in short supply, displaying the far-reaching influence of China-EU railway on city of Zhengzhou and other areas of China.

8. The lifeline

The book is a large-scale reportage which reflects middle route project of South-North Water Diversion construction. The book described construction process from controlling flood construction of Chinese ancestors to magnificent water conservancy project in all ages; the book elaborated the process from decision of Beijing to construction of Danjiangkou reservoir; process from severe water shortage in the north to middle route project of South-North Water Diversion construction as well as moving immigrants from Henan and Hubei for 50 years……The book displayed arduous and glorious middle route project of South-North Water Diversion construction in perfect combination of historical, realistic and literary characteristics.

9. China’s Thirty Inventions

What did the Chinese invented? Are they four glorious inventions? In the sense of rigorous scientific research sense, this book tells that “thirty great inventions of China” is the great contribution made by China to world civilization process, not “four glorious inventions”. The book is not only a book on scientific research, but a popular science book with fine illustrations.

Thirty inventions are listed as follows: millet, rice, silkworm silk, Chinese characters, counting of decimal value of the numbers and planning, bronze smelting, pig iron-based iron and steel smelting technology, canals and locks, plow and aquilegia (Chinese style), water wheels, painting techniques, papermaking technology, TCM diagnosis and treatment, porcelain, Chinese wood structure construction technology, Chinese cooking techniques, hosing driving and stirrup, printing, tea cultivation and preparation, round instrument, armillary sphere, abridged armilla, watertight bulkhead, gunpowder, compass, drilling technique, intensive eco-agriculture, Chinese advanced abacus, fermentation, rocket, blunderbuss, artemisinin and hybrid rice.
Zheng Weiliang: Shouldering Inheriting Mission and Conducting Steady Innovation

By Yang Xu

From youth to senior, Zheng Weiliang spent the most brilliant youth in China Textile Publishing House adhering to a responsibility in a low profile. When the industry and the development sank into most depressing stage, he picked up the baton from the older generation, leading a traditional science and technology press with 300 staff to conduct steady transformation, inheriting the mission and innovation. His gentle and firm professional attitude and professional dedication of taking the lead and sparing no effort inspired droves of new members and under the leadership of him and all other leaders, the press underwent the most difficult bottleneck! Currently China Textile Publishing House is development steadily in the great growing vitality after going through downturn, sticking and re-innovation!

In the science and technology publishing field, China Textile Publishing House is a press lacking “industry system security”, and it has to rely on self-sufficiency so it has stepped into the market in the early time. Publishing of textile and garment field ranked the first in the country, and food topped the first three places... These brilliant achievements were affected severely.

Zheng Weiliang, president of China Textile Publishing House: I hope that the year of 2017 is the turning point of China Textile Publishing House. We can bounce back only if we fall into the bottom of valley! If the press wants to survive, it will have to undergo a series of rebirth from its detestation.

Rebirth from its Detestation

Over the years, like many market-oriented science and technology press, China Textile Publishing House has undergone numerous market torments, sales downturns, rising rent price and human costs, bank credit emergency......under such crisis: Mr. Zheng, president of the press raised that the press would cut down the staff, improve efficiency and conduct innovation and increase the income! The press has to pursue firmly online-sales and expand sales of T mall, following changes of sales channels of books.

Under such proposal, the press carried out the decision by cutting several departments with low profits, and promoted digital publishing business. Meanwhile the press opened retailing shops, strengthened direct interaction with the market, and quickly established business relationship with large shops on T mall.

After this round of bold innovation, as of June 2017, China Textile Publishing House reached a delightful development. Driven by the development of the channel, the press obtained a brilliant achievement with year-on-year growth of 26% in the real ocean of delivery from January to August.

“Four Modernizations” Construction

As for the product homogenization and generalization in 2016, Zheng Weiliang, president of the press further raised “four modernizations”: professional and large-scale development, originality of topic selection, product digitization and management platformization.

Professional and large-scale development refers to that professional
books should be developed on a scale consolidating the core competitiveness. In 2017, national key publishing projects of “13th Five-Year” undertaken by China Textile Publishing House amounted to 14. 3 of the projects were approved by national publishing funding program.

Originality of topic selection refers to the promotion of the original innovation, building a strong planning team to achieve sustainable development. In the first half of 2017, China Textile Publishing House achieved all the original book publishing.

Product digitization refers to that the press has to involve itself in the era of full-media product designing gradually and simultaneously expand paper media, audio, video, training, online courses. In 2017, China Textile Publishing House realized multi-media synchronization design of numerous products such as Magic Twenty-four Solar Terms and Chinese Clothing Culture. When reading the two books, readers can watch the video, listen to audio, and make interaction by scanning the QR codes. Our press adopted China’s advanced AR technology to increase the interactivity and knowledge content for children’s books, such as Super Peter Pan 3D Interactive Picture Story Book series.

Management Platformization refers to establishing platforms of making contributions and achieving the value of life for the employees. On such basis, the press further deepened mechanism of employment by competition, implemented brand-new wage management, incentives of best-selling and overwork incentives of editors etc. These new measures fully motivated the enthusiasm of front-line staff.

Proposal of “Four Modernizations” Construction inherited and promoted the mission of professional publishing of the press, and added new era of vitality to future development and product services.

In terms of development of China Textile Publishing House, 2017 is a year of “channel-driven”, and sales channel of T mall start relatively late, but the press will spare no effort to vigorously develop this channel from the moment of decision. The development of T mall is a problem of phase. Rapid development of the stage will solve some practical problems confronted by the publishing house, but issue of sustainable development may occur. Therefore, the publisher begins to gradually shift its focus to the front-end products, that is, shifting from “channel-driven” to “product-driven” scheme after it has undergone rapid development of T mall.

“Channel-driven” development in 2017 also reflects the lack of new books sales power of the press. Therefore, shifting from “channel-driven” to “product-driven” development can solve problem from the root. Enhancing influence from its front-end products will strengthen brand of the press and long-term development. Zheng Weiliang, president of China Textile Publishing House said, “Setting up brand with good books, and expand the market with brand is a good way for long-term development of the press.”

Ideas for work in the future An all-round strategy is needed for the future development of the press. “In the latter half of 2017, China Textile Press will deepen its management in the following four aspects: being driven by products, brands, people and institutional mechanisms, to sustain a comprehensive development of the press and promote advanced culture”, said by Zheng Weiliang, the president of the press.

Driven by Products

There are two problems to be solved, one: to make our products with peculiar features and different from other products of the same type to avoid homogeneity; two, to be three-dimensional with multimedia, audio, video, AR, VR and paper versions combined together. This year, the press has further developed in children publishing, began trying to develop the original version of children’s IP products and the combination of AR and Children’s books and published story encyclopedia with high quality, rich content and fun. To promote the publishing and spreading of children’s books, the press also attempted to cooperate with web celebrity anchors majoring in parenting education and outstanding children’s story channels on the Internet.

Driven by Brands

The innovation will be based on heritage. China Textile Press will continue to focus on publishing by maintaining professional publishing. Meanwhile, the press should seize the right publishing trend, make every effort to dig the key sectors, insist on branding and strengthen its scale and intensive operation on the basis of being professional and high quality. In pooling the resources and exploit its dominant book sections, the press has set up three new book project departments in the beginning of this year and made a clear publishing position in its organization to steer its brand publishing sections.

Talent construction is one of the important magic weapons for enterprises to being evergreen. To construct its talent group is also an important drive for development. The president pointed out that, “The press will be excellent if the teenagers are excellent; the press will grow if the teenagers grow. If we have more young talents in our group, they may exhibit more skills, get more opportunities and broader platforms and then our press will be more vigorous and full of passion. Therefore our press will be full of hope in the future.”

Driven by Mechanism

Institutional mechanism is the fundamental solution for enterprise development. China Textile Press will introduce stock-based incentive mechanism based on its salary motivation mechanism to fully mobilize the employees’ enthusiasm and creativity to retain the talents and develop the talents.

China Textile Press, an outstanding leader in textile and apparel industry, has gone through more than 60 years of trials and hardships. During this time, we constantly keep pace with the times and adjust ourselves to innovate. During the past decade, we had a time of downturn but we held on and re-innovated with efficiency and benefit as our center and we finally achieved a rapid progress of the main business. This year, the press is exhibiting its new vitality and stepping into a new phase of benign development.
Tomorrow Publishing House: Telling A Fabulous Story

By Zhang Jingyan

In the Chinese children's book market, whether it is just “Golden Decade”, or is the current new “Golden Decade”, as a professional children's book publishing institution with tremendous strength, Tomorrow Publishing House is an important participant and witness.

In recent years, Tomorrow Publishing House has adhered to the concept of the “three guidance” which is guide of value, quality and innovation. Tomorrow Publishing House has not only topped the industry in single product benefits but also actively involved itself in the era marked “introducing” and “going out”, making utmost effort to tell a fabulous story of Chinese children's book publishing.

Publishing the world's best children's literature

From the viewpoint of Fu Dawei, President of Tomorrow Publishing House, “Whether a publishing house is a first-class press depends on not only sales and profits, but relies on what kinds of books the press has brought for readers. How can we enhance boutique publishing? Tomorrow Publishing House doesn’t choose some sorts of books from all publications or launch several key projects as boutique books creation program, but it establishes a comprehensive sense of quality publishing, makes a high requirement for every book in accordance with standard of publishing boutique books, makes and implements corresponding business management mechanism in accordance with standard of management and implementation.”

Thanks to insistence on publishing of boutique books, Tomorrow Publishing House has published a large number of world-class and competitive books.

Take children’s literature field with rapid growth for an example. In the original children's literature, the press has cooperated with a great many of well-known domestic children's literature writers in recent years and published successively many competitive and first-class children's literature books, establishing brand image among readers and exerting widespread social influences. Fu Dawei said that for a long time Tomorrow Publishing House occupied current market position and had such great social influence thanks to long-term strong support of a large number of well-known domestic children's literature writers such as Yang Hongying, Cao Wenxuan, Wu Meizhen, Yu Yujun, Qin Wenjun, Shang Xiaona, Pang Jielai, Peng Yi, Zhang Zhilu, Yin Jianling, Shen Shixi, Heilie etc. Their works not only won great market but created good social benefits.

In terms of publishing foreign children's literature in the introduction edition, since 1990s Tomorrow Publishing House has successively obtained copyright of Chinese version of a large number of 20th-century world-class children's literature, such as British Roald Dahl and Travis, Germany’s Ershi Kestner and James Kruse, and Italy's Bianca, Finland's Yansong, Austria's Nesi Lingge and so on. “Works of these writers have first-class quality and long-term market vitality which has laid a solid foundation in the children's literature book market.” said Fu Dawei.

Harboring such a great belief that Tomorrow Publishing House will present the world's best children's literature to Chinese young readers, Tomorrow Publishing House obtained Chinese version of exclusive copyright of Kester Turner, with the help of Mr. Cai Hongjun in 1997 when domestic children's literature book market is still sluggish and the publication of children's literature books would usually get a loss. In 1999 when Kester Turner's 100th anniversary fell, Tomorrow Publishing House published works of world's top children's literature master in mainland China. In 20 years, “Kester Turner Collection” series launched the fourth version at the beginning of this year and became bestseller and long-term brand of Tomorrow Publishing House.

Building a cross-border cultural bridge

Through implementing of the “introducing” and "going out" strategy, Tomorrow Publishing House established a cross-border

Ershi Kestner, first Andersen Award winner in Germany and the father of children’s literature in Germany occupies a very important position in German children’s literature history and Tomorrow Publishing House showed the Chinese version of the works to Chinese readers in 1999.

German version of the picture book entitled Crazy Chicken and Last Leopard of Cao Wenxuan, China’s first Andersen Award winner, will be presented to German readers by Leipzig children’s book publishing house in October 2017.

On the afternoon of August 24, Mr. Cao Wenxuan, Lehman, German well-known publisher, President of German Leipzig children’s book publishing house and Fu Dawei, President of Tomorrow Publishing House and Cai Hongjun, senior copyright agent had a talk at the BIBF. The four of them had a profound discussion of development of German and Chinese children’s literature and picture books taking Kester Turn as a start. And they shared various stories and scenes of the process of introducing, publishing and exporting works of the two Andersen Award-winning writers in Germany and China. The talk was held by the German Book Information Center.

Tomorrow Publishing House not only introduced works of Kester Turner, the first German International Andersen Award winner to China for the first time and has maintained a good and steady cooperation with Mr. Cao Wenxuan, the first Chinese International Andersen Award winner for many years. Cao Wenxuan Pure Picture Book series was the earliest creation of the picture book, which was published by Tomorrow Publishing House in 2010. Crazy Chicken and Last Leopard will be published into German version by German Leipzig children’s book publishing house. The reason why Tomorrow Publishing House published picture books of Mr. Cao Wenxuan at the earliest time is that in 2006 Liu Haixi, President of Tomorrow Publishing House encouraged Mr. Cao Wenxuan into creating picture books. In the next few years, Mr. Cao Wenxuan had repeated communication with Liu Lei, responsible for children book editing in Tomorrow Publishing House, and refining with art writers for countless times. Finally Cao wenxuan Pure Picture Book was dedicated to the reader.

When he spoke of the upcoming Chinese original picture book entitled Crazy Chicken and Last Leopard published in Germany, Mr. Lehman, president of the Leipzig Children’s Books Publishing House in Germany frankly explained his decision. It wasn’t because Mr. Cao Wenxuan is the international Andersen Winner, but it was the wonderful stories presented in the book that attracted him. Whether it is Crazy Chicken with the power of dreams to overcome everything or Last Leopard stepping forward lonely and looking for companions, strong sense of life and deep human feelings in the story is quite touching. He firmly believes that these two works will also attract the attention of German children.

The export of German copyright of Crazy Chicken and Last Leopard of Cao Wenxuan Pure Picture Books does not only mean that China’s original picture book will enter the German children’s vision, but also marks cross-border exchange of works of the German and Chinese winner of the Andersen Award through the platform of Tomorrow Publishing House. In the future, German Leipzig Children’s Book Publishing House and Tomorrow Publishing House will promote more cooperation in the deeper and broader fields, pushing Sino-German book publishing development.

**Dedicated to “going out” scheme of excellent children’s book**

“Going out” development is persistent effort of Tomorrow Publishing House. As a professional children's publishing house since 1990s, Tomorrow Publishing House started "going out" development, exporting copyright of children's books to the United States, Germany, South Korea and other countries. Tomorrow Publishing House reached a certain scale in export of copyright and was rated as "National Copyright Trade Advanced Unit" and "Chinese Copyright Most Influential Enterprises" by the National
Copyright Administration and the Chinese Copyright Association.

With 340 kinds of original boutique books such as Cao Wenxuan Pure Picture Book, Cao Wenxuan Works, Laughing Cat's Diary, Qin Wenjun Warm Picture Book, Old Story, Looking for Fish King, Tomorrow Publishing House participated in the Beijing International Book Fair held in Beijing in 2017 and signed contracts with publishers from Britain, Australia, Iran, Indonesia, Nepal, the United Arab Emirates, Belgium, Italy, Germany on its over copyright export of over 30 books and they reached an intention on 15 books.

Among the works, Cao Wenxuan Pure Picture Book series of Mr. Cao Wenxuan, the first International Andersen Award winner, inspired strong interest of many foreign publishers with its strong sense of life and deep human feelings. Tomorrow Publishing Press signed contracts of English and Persian version copyright of A Big Fish Swim Eastward at this international book fair, Little Dogs with Twisted Legs and Chrysanthemum Doll was exported in its Mongolian copyright; best-selling Laughing Cat's Diary series was exported in its English and German copyright in succession and succeeded in export of Mongolian copyright; Nanny Dog Conspiracy was signed export of Mongolian copyright by the Mongolian IBBY MONGOLIAN SECTION publishers; children's literary novel entitled Looking for Fish King written by Zhang Wei, Mao Dun literary award winner was awarded major prize in China. The book restored a piece of folk history which was forgotten by people for children and told them a legend of rich traditional Chinese cultural value. Tomorrow Publishing House signed a copyright contract of the book with Bhuana Ilmu Populer in Indonesia.

Qin Wenjun Warm Picture Book is a new creation of Qin Wenjun, famous children's literature writer in the field of painting. The writer and painter had a sincere cooperation with the artist in an elegant and soft style. Their calm description of the reality and romantic imagination tells a touching story with a love perspective and rich texture of the picture, providing a rich heart nourishing. The series of Puppy Macy and As If was signed the copyright of Australian and British publishers. And Hatha Publishing House in Vietnam signed Vietnamese version copyright of all the five books entitled Qin Wenjun Warm Picture Book. In addition, series of picture books of the Old Stories, and Cao Wenxuan works series also achieved copyright export in the international book fair.

**Strengthening trade cooperation with countries along Belt And Road**

In recent years, number of copyright export of Tomorrow Publishing House increased every year, original books of Tomorrow Publishing House expanded international influence progressively and varieties of language version of books increased gradually. Copyright export of Tomorrow Publishing House targeted languages of Europe and the United States in the past expanded to neighboring countries and countries along Belt And Road.

Since December last year, Tomorrow Publishing House responded positively to the call of all corporations, engaged enthusiastically in preparation for China(Shandong) Belt and Road Copyright Trade Fair and invited 16 foreign publishing institutions to participate in this book fair. In the process of mutual contact, Tomorrow Publishing House continued to exchange ideas, converge translation resources, promote copyright trade and explore new ways of cooperation, achieving a series of accomplishment with countries along Belt and Road and enhancing Chinese culture recognition of people especially the next generation from countries along Belt and Road. In August this year, China(Shandong) Belt and Road Copyright Trade Fair opened successfully, and Tomorrow Publishing House presented various Boutique books at the book fair and signed copyright export agreement at the fair with Germany, Australia, Nepal, the United Arab Emirates, Vietnam, Indonesia, Iran, India and other countries on 49 kinds of books such as Looking for Fish King, Cao Wenxuan Pure Picture Book, Cao Wenxuan Works, Mallow Forest, Qin Wenjun Warm Picture Book, Shen Shixi Works, Laughing Cat Diary, Tomorrow Publishing House achieved marvelous accomplishments of copyright export.

Looking back "going out" development of the press, Tomorrow Publishing House owed remarkable achievement to close attention, hard work of the trade staff, but the strongest driving force came from various books that have stood the test of time. Whether it is sales myth created by China's children's book such as Laughing Cat Diary, or Cao Wenxuan Pure Painting created by Cao Wenxuan, international Andersen Award winner; whether it is Looking for Fish King awarded major prizes or Qin Wenjun Warm Picture Book series, first show of picture books of Qin Wenjun, famous children's literature writer. All the works displayed good taste and style of Tomorrow Publishing House, and attracted the attention of the world's publishers.

In the future, Tomorrow Publishing House will continue to center its work on boutique books, promote “going out” of copyright, take copyright export as work basis, rely on cultural exchanges, expand children's book copyright export and make due contribution on enhancing the international influence of Chinese culture market.
中国艺术大典丛书
Introduction to Chinese Arts Series (5 Volumes)
Hunan Fine Arts Publishing House
Chen Weihe, etc.
2017.05

在故宫寻找苏东坡
Looking For Su Dongpo In The Palace Museum
Shanghai Insight Media Co., LTD
Zhu Yong
2017.07

如果没有今天，明天会不会有昨天？
Ohne Heute gäbe es morgen kein Gestern

聆听经典——名家作品聆听与欣赏（10册）
Appreciation of the Classics (10 Volumes)
Hunan Electronic Audio and Video Publishing House
Voice Actor: Su Ming, Fu Cunxin, etc.
2016.09

民主与建设
Democracy & Construction
Publishing House
Yves Bossart
2017.01

走向世界丛书
From East to West Series
Yuelu Publishing House
Editor-in-chief: Zhong Shuheng
Author: Guo Songtao, Zhang Deyi, etc.
2016

China South Booky Culture Media Co., LTD
Tong Hua
2017.03

散落星河的记忆
The Memory Lost in Space
Innova Press – A New Publishing Company For A New Era

By Hou Hui

August 22 this year witnessed a Grand Signing Ceremony at the headquarters of the Foreign Language Teaching and Research Press (FLTRP) in Beijing, marking the foundation of an exciting new joint venture between three of the giants in the Chinese English language teaching (ELT) world. The joint venture is between FLTRP, China’s largest foreign languages publisher; New Oriental, China’s leading private educational organization; and Hujiang EdTech, China’s top online education company. The new company – Innova Press Limited – is based in the UK.

At the ceremony, Mr Cai Jianfeng, President of FLTRP, said: “The partnership is a milestone in FLTRP’s quest for innovative cooperation. We three join hands together with the aim of better meeting learners’ needs around the world with high-quality ELT and CLT materials, as well as to provide readers with innovative books on China and Chinese culture. We will be dedicated to making Innova a model in the Sino-UK creative industry.” Mr Yu Minhong, President of New Oriental Group, commented: “We are proud of our joint efforts in establishing a brand-new publishing company, which will definitely help to enrich New Oriental’s business scope and enhance our reputation on the global stage.” And Mr Fu Cairui, President of Hujiang EdTech added: “We are excited about this partnership, which facilitates our mission of providing first-class online learning products and services for the global audience.”

Mr Richard Peacock, formerly General Manager of UK-based Garnet Education, itself an innovator under his direction in the field of English for Academic Purposes, was appointed President of Innova. During his inaugural speech, Mr Peacock explained the rationale behind setting up a new publishing company at a time when so many publishers in general, and ELT publishers in particular, are retrenching, and so little new material is being published: “We are confident that we have created a launchpad for something really new in the world of publishing. But why does the world need another ELT publisher? Our answer is that the world of English language learning and publishing is changing: firstly, in the way in which students wish to interact with learning materials; secondly, because we now know from research much more about how English is structured and how it is taught than we did when the current major ELT courses were written; and thirdly, also from research, because we know that students have different language learning needs according to the end use of their learning. But the mainstream ELT publishers seem to be stuck in the past. Firstly, they are stuck in terms of the content of main courses, still preparing students primarily for travel and tourism. And secondly, they are stuck in terms of delivery, trying to adapt existing print courses to digital, rather than embracing the new world. In other words, we need a new ELT publisher for a new ELT world.”

The name of the company indicates its intention of bringing a new level of innovation to the industry. The eye-catching logo, with the upside-down letter ‘i’ at the beginning, is designed to convey the message of disruptive publishing – Innova’s vision of turning publishing on its head.

As Mr Peacock said in his speech, with three such influential and cutting-edge partners, Innova Press is in a uniquely powerful position to establish itself as a major international player in publishing.

Mr Terry Phillips, an award-winning author in ELT and much-travelled ELT management consultant, was appointed Innova’s Business Development Manager during the ceremony. He said later: “As an applied linguist, I have become increasingly concerned at how little academic research into the English language and language learning in general has made it into modern international textbooks. At Innova, we aim to make evidence-based products which genuinely meet the needs of different target audiences. It is very exciting to be given this opportunity.”

For further information about the company and its possible products, contact richard@innovapress.co.uk.
New Highlights In Shandong People’s Publishing House’s Copyright Trade

By Cao Weina

During BRBF which was just closed in Shandong, Shandong People’s Publishing House gave us many great performances, the publishing house signed 125 cooperation agreements with 10 publishing organizations in the United Arab Emirates, Germany, Russia, Czech Republic, Indonesia, India, Japan, Mongolia, Hungary and Singapore. Among them, there are 97 copyright outputs, 3 co-published publications, 16 copyright introduction, achieving the intention of 4 kinds of copyright output and 5 the kinds of copyright introduction. Copyright output performance hit a new high, the number of contracted countries accounted for nearly 30% of the total number of the participating countries, the number of copyright export books accounted for 37% of the total output varieties, the number of co-publishing projects accounted for 60% which ranked top among the participants in the 51 domestic publishing houses.

In this copyright trade fair, there were many highlights in Shandong People’s Publishing House’s “going out”. The most striking was that the theme publication led ahead all the way, the original books of boutique theme have stepped into the major “Belt and Road” countries. A comprehensive study and a detailed narrative of Deng Xiaoping’s political, revolutionary, construction, reform and career—— “Gao Shan Yang Zhi- Deng Xiaoping and modern China”, which has successful exported to India and Indonesia. “The Important Govern Methods—Twelve Lessons of Social Conflicts” which studying and implementing the spirit of the Fifth Plenary Session of the Central Committee of the Eighth Central Committee of the Communist Party of China, were introduced to Russia and Indonesia by Orienta] Publishing House and Kesain Blanc Publishing House. Through the Indian GBD publishing company, showing the wisdom of traditional Chinese culture, promoting the socialist core values of the “family of micro-reading” to Indian ordinary people. “Painting of Chinese Character, Explanation Chinese Characters” series of books which was specifically created for the Sino-German early childhood education will enter the German kindergartens to meet Germany children.

On the basis of copyright export of the original books, Shandong People’s Publishing House developed innovative cooperation from the book output to ideas export. From the topic planning stage to cooperation stage with two publishers in Czech, launching “long time” and “return to the country” which reflect the friendship of people in China and Czech.

In recent years, telling China’s stories by foreigners created a new path of Chinese culture “going out”. Shandong People’s Publishing House and the Czech Republic Arts and Culture and Technology Association jointly planned and invited the famous sinologist Ms. Ivana Bakshuwa to write “I have experienced the new China”, as a gift to the 70th anniversary of the founding of new China, telling about the Chinese stories.

The theme publications “going out” helps to explain the rich connotations of the road, theory and system of socialism with Chinese characteristics to the people of the world, and promote the new strategy of ruling the new ideas of the CPC Central Committee and then the excellent traditional culture of Chinese nation and the socialist core values, promoting the understanding of China for people of the world.
Mechanical Industry Press: Best Products For Mutual Benefit

By Ding Simeng

Founded in 1952, Mechanical Industry Press (MIP) has always been adhering to the principle of “serving for the holistic progress of national economy, social, science and technology” in the past 65 years. With its determination and pioneering spirit, it gradually forms an industry structure in professional publishing, education and public publishing. At the same time, its business has extended into digital publishing, product circulation, e-commerce, as well as the network education. Thereby, a complete knowledge of information collection, processing, dissemination of service system has been constructed.

Committed to spreading advanced technology and advanced culture, MIP extensively collects domestic and international quality publishing resources. In 2014, MIP, as a single publishing house to enter the world’s top 500 media, for the first time, has become the most influential copyright enterprises in China. At present, more than 5,000 new books are published and over 600 kinds of copyright are introduced each year. A good partnership has been established with Pei-sheng, Granville, Springer, Taylor Francis, McGraw-Hill, Elsevier and other world-renowned publishers. MIP has impressed the market with its “advanced concepts, preciseness, high-quality products”, featuring in more introduced versions, more large reference books, and more teaching materials. Copyright business covers the United States, Britain, Germany, France, West, Italy, Japan, Korea, Australia and other countries. In order to encourage and support the needs of foreign markets for the export of excellent books, MIP has vigorously strengthened the copyright output work, striving for a comprehensive, in-depth, objective and accurate introduction to contemporary China’s development and Chinese culture. Since 2013, accumulated more than 600 kinds of books has been exported to the United States, Britain, South Korea, Vietnam, Thailand, China Taiwan, Hong Kong and other countries and areas for a better understanding of China and large expansion of its international competitiveness and influence of culture.

In 2017, MIP has launched a series of boutique books, interpreted economic development trends by displaying China’s technological development. “One Belt And One Road bidirectional investment series”, published by the National Development and Reform Commission International Cooperation Center, edited and prefaced by Xu Shaoshi, then National Development and Reform Commission Director, was rolled out during One Belt And One Road International Cooperation Summit. There are 6 volumes in this series: China Two-way Investment Policy Guide (2016); 2016 China’s Two-way Investment Development Report; The Survival of Enterprises; Local Development Break; The Country Cooperation Guide, and Industry Layout Research. Members involved in editing are: construction work group leading One Belt And One Road, the National Development and Reform Commission of the relevant departments, the local Development and Reform Commission staff. Support from relevant departments of the Ministry of Commerce, foreign embassies in China and the Industry Associations also deserve appreciation. Help from all above enables its comprehensive and rich contents. With the in-depth interpretation of “One Belt And One Road” and relevant policies on international production capacity cooperation, as well as the implementation of the implementation plan in
various places, this series have showed domestic and foreign investors China's new policy and investment-oriented. Combined with a large number of international capacity cooperation case, editors in this book also have studied the prospects of overseas cooperation, styles, and methods on a summary basis. It is a practical guiding significance, by illustrating “One Belt And One Road” and international production capacity cooperation.

MIP also focuses on the introduction of a number of books that carry forward Chinese traditional culture and show its highlights and the essence. “New Interpreting of Tea Classic” helps readers understand Chinese tea culture comprehensively. The emergence of Lu Yu’s Tea Classic in Tang Dynasty was a great event in the history of tea. The tea book, while clarifying the origin of the tea, also constructed the system of tea culture. Based on Lu Yu’s Tea Classic, the new interpretation, combined with the heated discussed and key points of current traditional tea culture by sorting out all aspects of knowledge, standards and characteristics of the times on tea growing, tea picking, tea processing, tea making and tea drinking, introduces the tea culture-related people and activities, from which readers can learn the classic wisdom and enhance the quality of daily life. The most classic books on tea culture will help raise the taste of drinkers. Yang Duoji, the author, has specialized in the tea art meticulously for many years. From the point of view of a historical bibliologist, he traveled through the depth of the tea producing areas with a player’s heart and finished the classic book in a tone of humor. Based on Lu Yu’s original tea book, Yang introduces the modern life of tea knowledge and spreads tea culture in an opposite direction. Rich diagrams in this book enables readers to have a fast understanding of Chinese tea culture and make their daily real life more healthy, more scientific, and more aesthetic by comparing the real life with wisdom.

**MIP also puts stress on publishing some**

hand-crafted books, so readers can enjoy great DIY fun while reading. “Hand-sewn Leather Classroom”, written by a pair of Chinese and South Korean couple who have loved each other for 12 years. Started from the basic materials, tools, and basic operation, this book provides each beginner direct and detailed teaching experience with specific operation steps. They advocate simple and sincere creative ideas, and blend their warmth of the true heart into the design and production of every leather object. Each reader can perceive their daily life from the 14 manual works illustrated in this book. Beginning with leather knowledge and hand sewing tools, this book then introduces the basic skills of hand sewing. Based on each work, everyone can learn some new knowledge and techniques, including the collocation of color and different stitching methods. In addition to daily small objects and leather bags, the couple in their book also introduces two unique courses: mini boots and leather plate. Interspersed with a number of columns, it offers information of the characteristics of natural and environmentally friendly vegetable tanned leather and unfading changes in color, as well as the original intention and persistence of doing hand-makes.

MIP has always been committed to mutual benefit, equality and cooperation in copyright business. By actively ushering in and walking out, it has promoted cultural exchanges and communication, and enjoyed good reputation in the industry. In terms of copyright importing, MIP has brought in numerous books (among the highest in the country). At the same time, it seeks for more broadening channels to expand cooperation modes. MIP will continue to maintain high quality content of books and be innovative to welcome more cooperation opportunities with publishers from home and abroad.■
At Thirty Years Old, We Stood Firm

By Yu Yang

**Rocky Road Head to the Mountain Forest**

This year, it is the 30th anniversary of the establishment, which is also the 24th year of president Meng Bai working here. On the left side of his office, there were three large bookshelves filled with excellent works from publishers over the years. He looked at the bookshelf and recalled: "When I first came to Xueyuan Publishing House, there all kinds of books, from the literature and art to the political economy, from primary and secondary school teachers to academic papers, it was really a variety of books." Among more than 500 publishers in the country, if a publisher neither have characteristics nor highlights, ordinary and plain. To a big publisher, it may not be a bad idea, but for a small publisher like Xueyuan Publishing House, it is like a suicidal behavior. Meng Bai took over the president and his first thing to do is the adjustment of strategic direction.

"We want to fully shrink the front, hold the five fingers into a fist in order to punch." Meng Bai took the initiative to give up primary and secondary school teaching, literature and political books, which was a very alarming move. He believes that, with those who have been developed in the field of public out of the gap to survive in dilemma, it is better to seize the field that is still a small minority of the wilderness, rocky road head to the mountain forest. Looking around, Meng Bai aimed at his base, that is: the part that the Chinese cultural traditions on those near the annihilation, nobody cares about in a long-term.

Backwards 20 years, in the period of Xueyuan Publishing House has just opened up the intangible cultural heritage protection and heritage fields, the "intangible cultural heritage" concept is not yet popular, intangible cultural heritage contains traditional folk customs, ethnic folklore, performance art, traditional crafts, these are all like wasteland that no one is willing to farm. Meng Bai choose here, it was a helpless move, but it also was out of the feelings of a publisher. Meng Bai has always believed that his generation shoulders the responsibility of the future. "The predecessors want to do but can not do, the descendants can do but do not to do, we want to avoid such tragedy to happen." Recording he intangible cultural heritage, spending future generations to develop, is the publisher's bounden and mission.

In the traditional culture, compared to the great culture of dynasty...
history and military system, Xueyuan is more concerned about the “non-mainstream" culture things in unofficial histories and art works. Especially the Chinese opera culture, Xueyuan is the most recognized publisher with opera books. It published the "Chinese Peking Opera Genre and Repertoire Collection", including more than 200 plays, through the successor of the oral and live demonstration, rescued and finished a large number of decades that has not been staged the repertoire, it has become the most complete Peking Opera repertoire in the history of Peking opera. In the extensive collection of materials, Xueyuan also established a "traditional Chinese opera resource library", opened the "pear orchard homes" website.

In Chinese folk, Xueyuan published series of folk books, including the hometown painting, as the representative of the old city folk map series and the Beijing history folklore, and cultural relics, archaeological, collection series of books, it aimed at reproducing the lifestyle and social style in the past. In order to strengthen the research and publication of folk culture, Xueyuan also sponsors the five-year "cross-strait folk culture forum", re-published the only national folk culture academic journal "folk culture forum" which has stopped issuing for several years, and funded to publish folk song magazine which has more than 30 years publishing history in Taiwan.

In addition to the publication of the intangible cultural heritage, Xueyuan has also made remarkable achievements in the field of Chinese medicine publishing. And non-left different, Chinese medicine industry not only has a professional Chinese medicine press, China Pharmaceutical Technology Press, which is also a battle field of health publishers around the land. Although the Xueyuan is supported by Jiu San Society, but the Xueyuan members focus on Western medicine, in the Chinese medicine it can provide very limited help. Before the powerful enemy, it has no one to rely on. The national three-fifths of the publishers are publishing the medical books, Xueyuan was able to live in the top ten, the trick is to find out its unique way to develop. "Chinese medicine, compared to Western medicine, is lack of standardization, it pays more attention to the previous study and reference." After several years of exploration, Meng Bai decided to "focusing on famous doctors, classic cases and prescriptions." Fever and Cold Hygiene Case Study Selection, Jin Kui Hygiene Case Study Selection, Jing Fang Medicine and other books were all well praised by the industry. At present, Xueyuan has published more than 1,000 kinds of traditional medicine works.

What has been written can not be erased, but what about to happen still can be expected.

Although Xueyuan Publishing House has created a brilliant achievement, Meng Bai still has regret deep down in heart, "In recent years, under the impact of new media and new technology, the industry is increasingly powerless." He believes that the digital media replacing the paper media is just a matter of time. Paper books have emerged for nearly 2000 years, it is the time to withdraw from the stage of history. In addition to save space, the greater advantage of the digitization is to be able to make the world of books into a three-dimensional plane, and make the two-dimensional, abstract content into a three-dimensional with vivid image. For example, in the record of intangible cultural heritage, "the long record is not as good as a video." Meng Bai said, "a lot of craftsmen can not use words to express their talent, with the help of new technology, the video recording of their working process is better than a thousand words to describe." He quoted Mr. Zhongshan's words: "the world trend is vast, the one who follows it survived while the others who disobey it failed." It is a self-deception for hoping the feelings and customs will not change.

"Although I have recognized the trend of digital long before, Xueyuan in this area achieved unsatisfied development." Meng Bai said: "We mainly managed the former accumulation of a large number of information into the database for future development. "In the new media field, publishers have done a lot of positive attempts, Xueyuan's website and blog also won the" publishing industry's most innovative site ", Sina" national top ten cultural blog. " But Meng Bai has always been dissatisfied, he believes that the site and blog are relatively superficial performance. The core of the new era of the Internet spirit, publishers still can not grasp. "We are going to be stable, we must be solid, we must strive for excellence." We are anxious to catch up with the trend, there must be worries about the future. Adhering to the industry, there is still the possibility of holding back. Between the advance and the lag, Meng Bai chose a new path for the Xueyuan.

"In adhering to the pursuit of good-taste, high-quality books, following the trend at the same time, focusing in the cultural and creative products." With the previous folk culture in the accumulation of resources, the local tourist souvenirs is the important product direction of Xueyuan’s culture creative production. Souvenirs include paper folklore books, folk prints, desk calendar and so on. There are not only fine paper crafts but glass, ceramics, silk and other works of the main materials, such as the previous use of ceramics to show Chengde Mountain Resort. These new areas are still groping, "the road is twists and turns, but the future is bright" Meng Bai said with a smile.

Meng Bai is sixty years old this year, when ear was an obedient organ for the reception of truth, for him, praise from others is no longer important. He has more expectations for the next generations. For the young publisher, Meng Bai said: "Do not be conservative." Do not be confined to their own professional small circle, publishing and engaging in research are two completely different things. He said: "If you use an animal to describe the publisher, I choose spiders, even if other industries are giant monsters, the spider's power is limited, but the spider can use the petite body, weaving a huge network of readers from all walks of life with authors, this is the publisher's advantage."
CBIP: Carrying Forward the Construction Culture and Architecture Technology

By International Cooperation Center

China Building Industry Press (CBIP) was established in 1954, has been committed to the architecture and related areas of the book publishing over the years, dedicated more than 30,000 kinds of outstanding publications for Chinese and foreign readers. China Building Industry Press was named "China Publishing Government Award Advanced Publishing Unit" for four consecutive years, "China's Top Ten in Copyright Units" and "Chinese Book Copyright Output Advanced Publishing Unit".

China Building Industry Press' foreign cooperation business began in the late 1970s, which was one of China's first batches of copyright trade publishing houses. Over the years, our press has been more actively, steadily and sustainably developing in the field of copyright trade, gradually introduced and exported a large number of outstanding architectural culture books. Especially after the 21st century, "going out" has become another focus of our press. Our press has successfully produced a number of outstanding works that reflect the long history of China's architecture, excellent architectural culture, modern architectural achievements and advanced building technology to the United States, Britain, Germany, Russia, India and other countries.

China's Architectural Charm series of books is a joint cooperation by China Building Industry Press and well-known experts in the architecture, we carefully planned a set of books to reflect splendid architectural culture of the Chinese nation from ancient times, and it was favored by readers at home and abroad. This book is a total of 10 volumes. The newly published Chinese Traditional Villages has selected 10 traditional Chinese villages, including Wannan Huizhou Village, Kaiping Watchtower Village, Ancient Village in the Southwest of Fujian, Ancient Dong Village in Qiandongnan, Ancient Miao Village in Southeast Guizhou, analyzing the cultural background, the settlement form, the spatial characteristics, the form of the dwelling, the construction of the art, the intangible cultural heritage, the customs and so on. Most of the traditional villages in these areas have been included in the world cultural heritage or world cultural heritage reserve list; it is very representative with high value. Chinese Traditional Gardens is a brief history of the development of traditional Chinese architecture.
research and development, a detailed analysis of the traditional Chinese garden architecture of the basic characteristics and architectural form, . it narrated from the Pavilion, Gallery, Taiwan, pavilion, hall, floor, cabinet, fasting room, bridge, boat, tower, wall, garden road, comedy, etc. through the delicate text and more than 200 fine pictures, showing the poetic space of Chinese traditional garden architecture to readers. These are English versions: The Art of Decoration in Traditional Chinese Architecture, A Record of New Architecture in 21st Century China, Chinese Architecture Art, Art of Traditional Chinese Folk Residences, A History of Chinese Architecture, The Art of Architectural Integration of Chinese and Western and Contemporary Chinese Landscape.

The Chinese dwellings are the most widely distributed form of building in China; our press published a lot of residential books. Picture Book of Chinese Dwellings provides informative information for the majority readers and tourists by using a large number of real pictures, hand-painted deconstruction and a variety of line pictures, supplemented by easy-to-understand text of a comprehensive introduction to some classic Chinese traditional houses and villages., At present, this book has been exported to Japanese, Korean and Chinese traditional version.

The Beauty of Vernacular Dwellings can be regarded as a collection of the beauty of Chinese dwellings, full information, all types, fully demonstrated the diversity of Chinese dwellings. The first part of this book expounds the process, performance and regularity of the beauty of residential buildings in theory. The second part using more than 900 pieces of beautiful picture of representative houses, visually showing the beauty of colorful Chinese dwellings from the environment, settlement, modeling, courtyard, structure, materials, garnishry, decoration, keepsake, and furnishings. This book has been printed in English, Arabic and Hebrew.

The landscape is also one of our important publications. Hand Drawing for Landscape Design is a joint cooperation by nationwide hand drawn talents and our company press. This book is divided into three volumes, introducing the landscape design hand-painted specific methods and skills from the basic training, program mapping and themes of the scene to the readers. Through a large number of examples of demonstrations, it provides beginners more reference learning model. In an example, lets the beginner learn from the performance of the "parts" of the impression drawing, through the copy of practice, to get familiar with the heart of the point.

With the development of China's science and technology, China's high-rise buildings, large-span construction and other construction technology have been the world's leading position. Building materials and construction books are also an important publication area of our press, our press has both high-tech construction technology books, and there are basic construction books, such as Learn to Understand Construction Drawings. This set of books has been output in English. Construction engineering drawings is the basis for construction works; construction engineering map reading is the basis of construction. This series of books in the preparation process is not only involved editor's many years of work experience, but also used a complete and representative example of the construction works in recent years. The accompanying drawings also contain relevant cartographic standards and pictorial illustrations for readers to read and use.
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, Shandong 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 the “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 (thereafter 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.

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, Ratio and Television (SAPPRTF). 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 SAPPRTF. 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.
New Stars in Publishing Industry
Release In 2017

By Yang Guishan

On the occasion of the opening of the 24th Beijing International Book Fair (BIBF), a feast collecting foreign and domestic mega-publishers was launched. On the evening of August 23, “Night of Publishers” and “Publishing Star and Translation Award Presentation Ceremony” were hosted by Publisher at the Beijing Roland Lake Restaurant. Hundreds of Chinese and foreign publishers, scholars, translators visit the scene, witnessing the grand event of the exchange of Chinese and foreign media.

Award presentation of “New Star in Publishing Industry” became the focus of this feast. 10 outstanding young publishers such as Fang Shu from the Jiangxi Fine Arts Publishing House and Gai Junfang from Zhejiang University Press obtain the grand award. Gu Xu, huazhang branch of the mechanical industry press, was awarded with Laurel of “Publishing Super Star” and obtained opportunities of face-to-face exchange with global new publishing stars at the Frankfurt Book Fair.

“New Publishing Star” project jointly organized by the Frankfurt Organizing Committee and “publisher” press began in 2016 aiming to select outstanding young people from the Chinese publishing community and bring them to the international arena. The selection committee selected 10 “New Publishing Star” from the applicants in various fields of the Chinese publishing industry and listed into the “Global Publishing Talents Corpus” of Frankfurt Book Fair. Organizers will also select “Super Publishing Star” from 10 “Publishing Stars” and obtain full funding to participate in this year’s Frankfurt Book Fair and various opportunities of research and seminars. Interviewed by experts committee, “Super Publishing Star” will be announced on the spot at the night, and Gu Xu, from Huazhang branch of the mechanical industry press won the award.
Fang Shu is engaged in the publication for 8 years, involved in planning and editing of many key books and theme books. Remember Nostalgia Season I published by cooperation with the Central Television was selected into “Topics of Key Publications of Theme Publishing” and was awarded the honor of “One of the Most Influential Ten Books” at Shanghai Book Fair in 2015. Porcelain World Series edited by Fang Shu was selected into “China’s 13th five-year plan key publishing project”; Porcelain World-Porcelain Culture of which Fang Shu was editor in charge was selected into external publishing project in 2016 launched by the Central Propaganda Department. In recent years, in addition to publishing of the main theme books, she has drawn an art books product line for the press and planned hundred of professional best-sellers such as Copy Template of Chinese Painting Volume and Ancient Seal Carving Appreciation 100 Cases winning wide praise from readers.

Gai Junfang was responsible for copyright affairs, international publishing, and overseas marketing and so on. She is humble and cultivates a very friendly relationship with her colleagues. Gai Junfang actively promotes copyright introduction and export trade; planning and implementing of international cooperation in original works publishing project; organizing international exchanges and international training and other cultural activities; thinking over external communication issues, exploring new path of the publication of “going out”, seeking “internationalization” publishing new pattern.

In 2008 Gu Xu was recruited in Huzhang Branch of the Mechanical Industry Press, has served as text editor, planning editor, deputy editor of financial and economic publishing section. His planning for publishing books amounted to more than 100 kinds including Trade for a Living, Inequality Price, Road to Financial Freedom, Barbarians at the Door and other books.

In 2014 Gu Xu participated in talks of cooperation on Kazuo Inamori Series in Japan. He managed to obtain copyright of “Manager to Develop Notes” by making a video report to Mr. Liu Jingzheng, president of UNIQLO in 2016.

In 2017 he invited Stiglitz, the Nobel Prize winner, to participate in activities known as “live”, registers of which amounted up to 30,000. In 2017 he participated in the New York Book Fair, responsible for team translation.

Hou Hui graduated from the University of International Business and Economics in 2004, joined the International Department of the press after graduation, and serves as a director in International Department. She is in charge of copyright trade of the press and international layout work. During the London Book Fair in London in March 2017, Hou Hui won the “International Professional Excellence Award” of the International Publishing Excellence Award, which honors her “commitment to the construction of creative international relations of cooperation”, and presenting Chinese characters to the international market in the form of paper or e-book. Foreign Language Teaching and Research Press is the largest foreign language education publishing house and university press in China, and currently the press has more than 600 international partners, and signs a cooperation project with 32 countries along “One Belt And One Road”.

Kang Qinxin exported copyright of 189 kinds of books in total, exporting to the United Kingdom, the United States, Australia, Singapore, South Korea, Sri Lanka and other 19 countries and regions. Kang Qinxin has participated in the large-scale activities, such as Asian children’s reading festival in Singapore, “Chinese children’s book to go out” Summit, Danish “children’s literature research and publishing exchange” and the 14th Asian Children’s Literature Conference etc.

Kang Qinixin actively negotiated to help carry out work overseas. For instance, she negotiated with Presses in Australia and Malaysia on acquisition; she founded overseas editorial department with Danish Andersen Center etc.

Kang Qinxin planned and edited China Dreamer, Maritime Silk Road Style Picture Book and many other key books.
Since Li Yifei joined in New Classic Culture company, he has served as editor and editor in chief of foreign literature division etc. At current, she is responsible for the introduction, translation and publishing of European and American literature, translation.

Li Yifei is responsible for the introduction and publication of the Victorian • Heathrow series. Among the works sales of Island Heathrow series amounts to more than 1.5 million, and sales of The Juvenile Shepherd’s Fantastic Journey amounts to over 1.7 million. The two books have maintained a good sales trend and have a good reputation among the readers.

Besides, Li Yifei edited and planned 13 Weeks in Love which amounts to 150,000 copies. Among his works, sales of Line summed up to 150,000 in total, Measuring the World issued 120,000 copies, Long Intermission amounted to more than 150,000, sales of The Money Changers amounted to over 220,000. The Borrowed Moonlight, Carving Time and other books have received great praise in the industry.

In 2016, the team of four members earned about 70 million.

For eight years, I am very grateful to have been dealing with children's books, and choose good books for my own children and all the children in China from Wuhan to Beijing, and then to Guilin, which is my little dream since young. So far I have planned and edited over three hundred books from all lands around the world and translated nearly one hundred of books. Luckily we can see a rich and colorful kingdom of children's books and get great benefit from them. At current we are establishing our own world of children's books: Magic Elephant has published children's book in China and many part of the world. We have exported our Chinese young forces and have introduced rich color into the world. I am eager for that China can create brand for children's books at the world stage of children's book publishing.

Lu Yuxia served as the director of the CCTV documentary, editor of Sina network, and marketing director of Chongqing publishing group; as the marketing director she published Song of Ice and Fire (HBO US drama Original Novel entitled Power Game) and other best-selling books of millions of sales; she is in charge of the brand press named Green Reading Society which is awarded the title of Annual Influence Bookstore of Private Books. At current, Lu Yuxia is committed to carrying out cross-industry cooperation by new media force, integration of industry resources and makes the most effective publishing and marketing. Taking books as the media, we are sparing no effort to link the tradition and the future to create a new publishing ecosystem.

Wang Jieqong is from Datong, Shanxi, majored in English language and literature and was awarded Master's degree by Foreign Languages School of Shanxi University. In 2011, he started work and joined in Shanxi Education Press. He has been engaged in edition of ordinary books, teaching reference books, English books and new educational books. And Wang Jieqong served as editor of the International Cooperation Department of the publishing house, assisting in dealing with foreign affairs, such as the Annual Beijing International Book Fair and translation of the exchanges with foreign writers.

Wang Jieqong was awarded title of excellent editor for many times. Books entitled Waking up Confused Youth” and Shanxi Merchants Five Hundred Years • Merchants Family in which he served as executive editor were nominated for the first Shanxi Publishing Award Outstanding Book Award.

Yan Yu works in China Renmin University Press and serves as a copyright manager. I have many hobbies such as swimming, playing the piano and reading and I am keen on my present work. I hope that I can promote foreign and domestic books and other forms of copyright exchanges and ultimately achieve the interconnection of knowledge by my bits of efforts. Meanwhile I hope that more young people can know the copyright and understand the Chinese publishing industry by sharing my experience.
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

The feasibility of the Copyright Project was demonstrated at a meeting in September 2016.
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 to 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 release, 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 publisher 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 infringement and violations of digital content. Users receive real-time updates and reports on network activity, including any copyright infringements, which can be used for administrative and legal purposes.

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 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
Adress: Room 1104, China Cultural Building, No.57, Honglian South Road, Xicheng District, Beijing, China
E-mail: cndrns@bqmo.com
Congratulations on the Founding of

INNOVA PRESS LIMITED

About Innova Press Limited

Innova Press Limited is a UK-based publishing company, incorporated in August 2017, with the key missions of assisting students all around the world to prepare for work or study in English, and providing teachers with training and support for all its innovative products. Leveraging the strengths of its shareholders, Innova Press is also well-positioned to publish high-quality innovative materials about China and Chinese culture for an English-speaking audience. Publishing and teacher training are the two main businesses of Innova Press.

Shareholders of Innova Press Limited

About FLTRP (UK) Limited

Registered in London in 2014, FLTRP (UK) Limited is the first wholly-owned overseas subsidiary of Foreign Language Teaching and Research Press (FLTRP). FLTRP was founded in 1979 by the Beijing Foreign Studies University. Since then, it has grown into the largest foreign languages publisher and university press in China. Each year, around 1,000 new titles are published by FLTRP in about 50 different languages. Its publications range from academic and educational works, to humanities and social sciences, natural sciences, and general reading and children’s books. Now, “FLTRP” stands for more than just a publishing house. It is also an all-around educational services provider, as well as an innovator in the creative business. FLTRP has developed international partnerships with more than 600 partners. Long dedicated to bridging Chinese and other cultures, FLTRP is well positioned to tell China stories to other parts of the world. The mission of FLTRP is “recording human civilization and bridging different cultures”.

About Huijiang Education & Technology (Shanghai) Corporation Limited

Headquartered in Shanghai, China, Huijiang EdTech is a leading online education company that strives to make high-quality education more accessible and enjoyable through mobile learning applications, online courses, and online visual classroom platforms. Serving over 150 million users (including 120 million mobile users) in China, Huijiang EdTech has become China’s EdTech unicorn company, with a valuation of over 1 billion USD, and offers a wide range of online educational programs. Tens of thousands of teachers as well as institutions and publishers are brought together on the Huijiang platform, including Cambridge University Press, Oxford University Press, McGraw-Hill Education and Harper Collins Publishers.

About Elite Concept Holdings Limited

Elite Concept Holdings Limited is a HK-based wholly-owned subsidiary company of New Oriental Education & Technology Group (New Oriental Group). New Oriental Group was born out of the Beijing New Oriental School established on November 16, 1993. At present, the Group’s core business is training, providing an array of educational programs and training systems. With 23 years’ consistent efforts, the Group has achieved huge advances in elementary, middle, college and occupational education, educational R&D, overseas study consultation, and cultural industries. The top private educational organization in China, New Oriental Group was listed on the NYSE on September 7, 2006. By May 2017, New Oriental Group had set up 77 schools and over 860 training centers, and trained nearly 30,000,000 students cumulatively in China.
BOOKS BY LEADING AUTHORS
SHOW YOU THE DIFFERENT ASPECTS OF CHINA

Recollection
Jin Youcheng, a writer who has a high reputation in China, started to recollect the story of his parents and their time.

Fiction and I
By telling different experiences and stories, the author showed her views on fiction and significance of writing.

A Note of Ancient Chinese Notes
Marvelous notes in this book connect ancient times with modern times.

The Story of the Stone Interpreted by Pui Hsien-yung
The Story of the Stone is the pinnacle of Chinese fiction. Pui Hsien-yung provided in this book a wonderful analysis to the masterpiece through a novelist’s eye.

Have a Gorgeous Encounter with Chinese Culture & Aesthetics
Appreciating the splendid charming in its ancient paintings and calligraphy.

Craftsmanship: Disappearing Old Trades in South Yangtze Delta
A heartwarming documentary, a detailed field research, and true life stories.

Tea Parties in Mountains and Woods, and on Water
Chinese tea culture interpreting nature and humanity.

Miscellany on Classical Works’ Beauty
A lotus that you can see without leaving the mountains.

The Series of Lectures on Chinese History and Culture
After reading the book, you will be a specialist in Chinese history and culture.

Liu Cixin’s Science Fiction for Young Readers series
Exclusive works for young readers by Hugo Award winner Liu Cixin.

Biographies for the Young series
Presented by acclaimed scholars and writers, the Biographies for the Young series intends to introduce the life stories of the most respectful celebrities to young readers aged between 8 and 14.

GUANGXI NORMAL UNIVERSITY PRESS
tj@bbtpress.com