Book Sales Channels in China Have Become More Diversified and Dispersed
**Book of Two Places**
This book is an anti-epidemic literary and artistic work planned and published on the basis of the CCTV-6 movie channel's special program of epidemic prevention and control "Book of Two Places". The book uses letters to show the touching stories of ordinary heroes such as medical staff, construction workers, community workers, catering service staff, and volunteers on the front line of the epidemic. The book is divided into 20 themes, handwritten by 20 filmmakers, innovative application of AR technology such as QR code, so readers can scan the code to listen to the program. This book was selected as the key publication of the Central Propaganda Department in 2020.

**Dawn of Linjin River**
This book mainly describes the combat history of a regiment of the volunteer army from the spring to autumn of 1952 for nearly a year, and focuses on the combat life of the regiment’s reconnaissance team on the banks of the Linjin River. Because the author of this book participated in the resistance to US aggression and aid to Korea, worked in the reconnaissance unit, and has combat experience, this book has a sense of on-site and history.

**Goodbye to Bai Suzhen**
This book is a brand-new work created by a powerful writer Chen Cang. The author discovers from the cruel reality that people who are benevolent, hard-working, and striving to survive. He writes about the humble and tenaciousness of life, looking for mental soil and material paths, with profound humanistic care.

**A White Fox**
This book is a novel based on the emigrant experience as the object of observation. Shi Jin and his wife are senior intellectuals who retired from well-known universities, and their son emigrated to Australia. A white fox that appeared by accident seemed to be a bad omen. Later Professor Shi Jin had a tragedy. The empty nest elders are a social phenomenon in recent years, and the difficulties they face in their later years should be paid attention to.

**Swallows, Swallows Fly**
Wu Kejia, the winner of the Lu Xun Literature Prize, digs deep into rural themes, faces reality and raised many questions. In addition to focusing on social life and being critical, his works also show human tenderness and human dignity, completing the touch of the hearts of the bottom figures in society, digging out many deep-seated things, and giving people thinking.

**The Whole World is Snowing**
A collection of medium-length novels by great writer Zeng Jian. Taking the author's growth, learning, and work as the thread, a story very close to life is used to describe the author's unique experience. The stories included in the books include both the author's life experience when he was young and the daily life of ordinary people. They are real-life, and it is a book that is close to the lives of the people in the city.

**Blue Rose on the Arm**
This book is a collection of medium-length and short stories by Ma Xiaoli, the winner of the Lu Xun Literature Prize. It includes eight medium-length and short stories including "Blue Rose on the Arm", "Cloud", "Hypnosis", "Chen Zhiguo's Life" and "Russian Army Belt".

**Penicillin**
This book is a collection of novellas by Yin Xueyun, winner of the Lu Xun Literature Prize. It describes the city life and family trivia that happened in Xincheng and Huanun, focusing on the current real life, from the countryside to the city, from intellectuals to officialdom, outlines the rich map of rural characters, presents the gloom of human nature, narrates the changes in people's feelings in the country from the changes in the country's life, and expresses the pains, joys, sorrows and joys of ordinary people.

**Spring and Summer of a Certain Year**
This book is a collection of medium-length and short stories by Lv Xin, winner of the Lu Xun Literature Prize in recent years. It has a unique avant-garde writing style. The articles meticulously portray the characters' inner monologues, use the vivid expressions of the characters' language and movements and the poetic depiction of the scenery. In the chapters, time and space, dreams and reality, virtual and reality are transformed into each other, which breaks away from the traditional narrative method of realism literature.
Translated Book Market in China in the First Half of 2021

By Beijing Open Book

In the first half of 2021, China’s overall book retail market has increased by 11.45% year-on-year. The physical store channels have recovered significantly, the proportion of online channels has further increased, and the evolution of sales channels has become more diversified and dispersed. The price of children’s books continues to increase, and literature, as the main category of casual reading for the masses, was significantly affected by the pandemic last year. Since the beginning of this year, the overall performance of literature has still been poor.

Against this background, how do foreign writers’ works perform in the Chinese market? What are the new trends and highlights? During the 28th Beijing International Book Fair (BIBF) in 2021, Feng Xiaohui, manager of the Beijing Open Book Research and Consulting Department, released the report “Market Situation of Foreign Writers’ Works in the First Half of 2021”.

The market share of translated books is basically stable

In recent years, translated books have always been an important part of China’s e-book market. The market share of translated titles in China’s overall book market has remained relatively stable, and is around 22%. In the overall book retail market in the first half of 2021, the number of works by foreign authors accounted for 15.76%, and sales of these books accounted for 22.04%. Compared with 2020, it shows a downward trend. In addition, a relatively large proportion of the works of foreign authors are children’s books and literature. The best-selling books in the first half of this year are mainly concentrated in local works. For example, in the children’s book category, in addition to the year-round best-selling children’s literature series, there are also some discounted popular science enlightenment books, and youth online literature is more prominent.

Children’s books by foreign writers is decreasing

In the first half of 2021, children’s books by foreign writers accounted for the largest proportion, reaching 43.92%. Sales of foreign writers’ works in the children’s market account for a market share of 34.63%, and the number of new titles is at 33.88%. Looking back to 2015, we can see that the number of foreign writers’ children’s books is increasing, but the total sales declined. Further splitting into the children’s book market segment, we can see that the proportion of children’s books written in English, picture books, cartoons and children’s popular science books have declined. The reason is that on the one hand, Chinese culture has been hot in recent years, and local original works are also increasingly being purchased by readers. But on the other hand, the influence of some low-priced books cannot be ignored.

Judging from the distribution of translated children’s books by country, the United Kingdom has the highest proportion, followed by the United States, Japan and France, which together account for more than 70%. Judging from the changes over the years, the UK has always accounted for the highest proportion and is relatively stable, while the proportion from the United States has declined more in the past two years, and Japan has risen the fastest. It can also be seen from the bestseller list that, in addition to the year-round best-selling Small Peas by the Window, some new series from Japan have been welcomed by the Chinese public in the past two years, such as the Miyanishi Tatsuya Dinosaur series and the Pipi Detective series, Selected Concentration Training Books from Japan, Ghibli Studio Picture Book series, and Haruo Fukami’s Think of Beauty series.

Translated titles in education, biography and self-help market have increased

In the first half of 2021, the proportion of foreign writers’ works in the lifestyle market exceeded 30%. The overall sales of foreign writers’ works in the computer, biography, natural science, economics and management, literature, and self-help markets accounted for more than 25%.

Compared with 2020, the proportion of foreign writers’ works in self-help, biography, education, and lifestyle markets has increased to varying degrees, mainly driven by some best-selling books such as How to Win Friends & Influence People, The Courage to Be Disliked, Exam Brain Science: Efficient Memory Method in Brain Science; biographical related financial celebrities A Woman Makes A Plan, Iron Man of Silicon Valley: The Adventure Life of Elon Musk, The Autobiography of Kazuo Inamori, and the scientific My Geometric Life: The Autobiography of QinChengtong; in lifestyle categories Sugar-reduced Life, Diet: A Scientific Diet Textbook Popular in Japan, Monday Fast, Life-Saving Diet; family education recommended by celebrities or institutions in education Positive Discipline, Driving
Growth: How to Scientifically and Effectively Cultivate Children’s Self-discipline, I Wish My Parents Have Read This Book: An Emotional Communication Book for Parents and Children, and others.

**Literary works by foreign writers are declining**

In the first half of 2021, sales of literary works by foreign authors is 27.82%, and the proportion of new titles is 22.28%. In recent years, foreign authors’ works in the literary market has been showing an upward trend, but total sales has shown a downward trend.

From the perspective of the sub-categories in the literary category, sales of translated novels have also declined. The decline in translated fiction sales is related to increased sales of Chinese YA online literature in recent years. Literature from Japan accounts for the highest proportion, reaching 30.61%, followed by the United States, the United Kingdom, and France, which together account for nearly 80%. In new literary titles on the market, American writers have the highest proportion, at 25.83%, followed by Japan, the United Kingdom and France, which together account for more than 70%. Judging from the changes over the years, sales of American writers’ works has been declining, while the proportion of Japanese writers’ works has been rising, mainly driven by books by writers such as Keigo Higashino and Haruki Murakami.

**Classics by foreign writers continue to sell well**

In the first half of 2021, books by foreign authors were on all three major bestseller lists: 24 fiction, 36 non-fiction, and 27 children’s books. Among the top three best-selling books, we can see that the classic books continue to sell well, such as The Making of a Hero, 20,000 Leagues Under the Sea, The Kite Runner in the fiction list; Rich Dad Poor Dad, and The Effective Executive in the non-fiction list; The Little Girl at the Window, Charlotte’s Web, and Father and Son in the children’s book list.

In addition, in the fiction list, works by Japanese writers like Keigo Higashino are still frequent. In the non-fiction category, driven by celebrity recommendations, Tiktok, and other channels, tutoring and self-help books are rejuvenated. With the development of the Internet and big data, some social science books with interdisciplinary integration have been welcomed by the public. These books not only describe the development of technology, but also present the current and future thinking of mankind in the process of technological development.
Retail Book Market in China in the First Half of 2021

By Beijing Open Book

Data explanation: As of July 1, 2021, the Open Book national book retail market observation system tracked sales across more than 13,000 brick-and-mortar bookstores and online bookstores in the country. According to the data, the total sales reached 36.14 billion yuan, with more than 1.77 million products for sale, from January to June 2021.

In the first half of 2021, the overall book retail market showed a positive year-on-year growth, at a rate of 11.45%. From the perspective of different channels, online book retail has increased by 3.06% year-on-year. The brick-and-mortar channel has shown a substantial positive growth of 51.83% year-on-year, but this is mainly due to the fact that physical retail saw a sharp decrease because of the pandemic in the same period last year, with a 20.08% drop.

The growth rate of online stores has slowed down significantly and brick-and-mortar stores have not fully recovered

In the first half of 2021, the overall online store channel continued to grow but at a significantly slower pace, with a year-on-year growth rate of 3.06%.

With the rapid development of the online store channel in the past few years, it has continuously opened up new markets. With low discounts and convenient shopping experience, many people who never or rarely bought books have become book consumers, so the growth rate has remained high at more than 20%. However, as the continuous expansion of online stores has reached more people, the number of people becoming new book consumers has gradually decreased. During the pandemic last year, due to economic factors...
such as income decline, readers’ demand for unnecessary books decreased. From the perspective of this year’s market structure, the mass casual reading market still failed to return to the pre-pandemic level, which is also one of the reasons for the slower growth rate of online stores.

The year-on-year growth rate of the brick-and-mortar bookstore channel was 51.83%, continuing the substantial positive growth in the first quarter, mainly due to the downturn in physical stores in the same period last year. However, compared with the same period in 2019, the brick-and-mortar bookstore channel showed a negative growth of 20.08% in the first half of this year, indicating that physical book retail has not yet recovered from the impact of the pandemic. In the post-pandemic era, readers’ consumption habits have changed and more people have turned to online store channels, making the recovery of brick-and-mortar bookstores more difficult.

Different types of brick-and-mortar stores showed negative growth compared with the same period in 2019

Brick-and-mortar bookstores are classified according to different scales and city levels. All kinds of bookstores have a significant positive growth compared with the same period last year, but all have shown a negative growth compared with the same period in 2019.

Because larger cities have more preventive measures during the pandemic, and consumers in these areas have a higher internet literacy rate, stores in first-tier cities and super-large bookstores were more severely affected by the pandemic last year. Among brick-and-mortar stores in the first half of this year during the overall recovery, the growth rate of these two bookstores is also the highest of all types of bookstores compared with the same period last year, with a growth rate of more than 80%. Compared with the same period in 2019, stores in first-tier and second-tier cities, and super-large bookstores have fallen relatively sharply, exceeding 20%.

Themed books dominate the market, and mass casual reading has not yet returned to pre-pandemic levels

Looking at overall sales of various book categories in the first half of this year, children’s books are still the leading category and social sciences ranks second. However, the children’s book category has fallen, and the gap between the top two categories has decreased.

Themed publishing is still an important driving force for the market. The proportion of Marxist-Leninist, academic culture, and law under the social sciences category has increased compared with the same period last year, of which the Marxist-Leninist and academic culture categories increased by 2.66 and 2.08 percentage points respectively, a significant increase, mainly due to sales of themed books.

This year is the 100th anniversary of the founding of the Communist Party of China. Various party history-related themed publications have been published and sold well, which has played a great role in driving the overall market.

Strongly affected by themed publishing, the proportion of sales in the popular reading category has generally declined. Among them, children’s books fell the most, down by 3.21%, basically returning to the same level as in 2019. The main reason for this decline is that the demand for parent-child reading during the pandemic last year drove the proportion of children’s category to the highest level in history, and this year has seen a comparative decline.

As the main category of mass leisure reading, the literature and art category declined significantly last year due to the impact of the pandemic. Since this year, the literature and art category has still performed poorly. Compared with the same period in 2019, the overall proportion of literature and art is at a low level. Among them, the proportion of the literature category decreased by 2.04% from the same period in 2019.

In terms of the year-on-year growth of each market segment, most of the market segments have shown positive growth. Among them, the Marxist-Leninist category has the highest growth rate, reach-
ing 109.46%, and the academic, cultural and legal categories also have grown by close to 50%. The rapid growth of Marxism-Leninism and academic and culture categories mainly stems from thematic publications. This year is the 100th anniversary of the founding of the party. Various party history-related thematic publications have been published, driving the growth of these two categories. The rapid growth of the legal category mainly comes from the sales of the Civil Law and related books.

Compared with the same period in 2019, the themed book publishing category still maintained positive growth, but the public reading categories such as psychological self-help, economics and management, literature, biography, and lifestyle all showed negative growth. The current market growth is clearly dominated by themed book publications, and the mass market has not yet returned to its pre-pandemic level.

**Discounts in online bookstores further dropped, reaching 5.7%**

According to the online store data monitored by Open Book, in 2020, the discount of the overall online store channel market was at 6.0% (excluding full discounts and coupons). In the first half of 2021, online bookstores' discounts were further reduced by 57%.

Divided into different categories, the discounts of Marxist-Leninist, psychological self-help, education, children's and comprehensive books are lower than the overall online store. Discounts for the psychological self-help category is the lowest, at 3.9%. These books are easy to sell through short videos on Douyin (TikTok). Psychological self-help books have now become the main category of low-discount package sales in online stores. The low discounts for Marxism-Leninism and education books come from civil service examination books and teacher examination books respectively. Low discounts are a common practice when selling such books in online stores. The medium and low discounts of children's books are mainly focused on enlightenment, domestic picture books, and psychological self-help books for young children. The discount level of children's literature and imported picture books is not low, especially for well-known children’s books that have become branded, and discounts can usually be controlled at a higher level.

**Web-based books, comics and classics are popular**

In the first half of 2021, in the fiction book list, there are a large number of web-based books on the list, with a total of 38 titles the Top 100 bestseller list, but the top of the list is still mainly occupied by classic books and student-recommended readings. All three books in the Three Body trilogy are firmly at the top of the list.

The bestsellers on the children’s book list are mainly classics and series. The “Mi Xiaoquan” series is still the biggest seller, with 29 titles among the Top 100. “Puppy Qianqian”, which is a popular financial business book and went to market at the end of last year, performed outstandingly and entered the Top 10 list.

Among the non-fiction bestsellers, comics and knowledge books are still the most popular. A total of 15 titles from the “Half Hour Comics” series are on the Top 100 list, and all 8 titles from the “If History is a Group of Meows” series are on the list. In addition, affected by the 100th anniversary of the founding of the party, both the old and new versions of Misery and Glory entered the list.

In the list of new books in the first half of the year, Yu Hua’s new work Wencheng firmly ranked first in the overall list, and the sales volume was much higher than other books. Well-known authors with their own followers and derivative works of big IP performed well, such as Yang Tianzhen’s Take Yourself Seriously, Guo Degang’s Jianghu, and Liu Qing’s Modern Western Thought Lectures from the Dedaoapp. The new derivative work of the “Tomb Robber Notes” series, Wu Xie’s Private Notes, and others were all at the forefront of the list. In addition, new fiction books on the list are mainly web-based books, and many are also works of fan fiction. The strong effect of celebrity recommendations on books has been verified again. The sales of Smoke and Mirror increased significantly in June, ranking No. 3 in the new fiction bestseller list, and also in the Top 10 in the new book list.
The more uncertain the era, the more perseverance can be of great value.

Looking back at 2020, many publishers may still have lingering fears. Affected by the pandemic, China’s publishing industry suffered its first negative growth of this century, and the impact of the pandemic is far more profound than it seems. Cultural consumption is being completely transformed. In the online education market, which has been a promising segment of the business, saw a “cold wave” last year, during which a large number of companies closed down due to “the strictest supervision in history”. Changes in the world are happening so fast, and when the fortresses that were once regarded as impenetrable have collapsed one after another, where will the future of culture and education go?

The answer given by China South Publishing is: stick to publishing, stick to reading, and embrace technology. The pursuit high-quality content and the continuous development of channels will never end, and Hunan publishers who make progress and believe in it can still go further.

During the time when the book industry was growing, China South Publishing was one of the few standouts in the industry. As an important marker of the industry, how does China South Publishing continue its development in the face of the difficulties brought about by the pandemic? After cultivating the book industry for more than ten years and facing changes between the hot and cold online education markets, does this company, which has always regarded education as its future development, still have the confidence to fight steadily and face the changes in the next decade?

Peng Bo, Chairman of Hunan Publishing Investment Holding Group Co.Ltd., and Chairman of China South Publishing & Media Group, has his unique insights.

At the 30th National Book Expo held in July this year, this new leader of China South Publishing gave the impression of facing new problems head-on, with both a data-driven approach and a sensitivity to new technologies and formats.

He also expressed optimism and tenacity: whether it is for paper books, sales channels, or online education. He can better interpret the opportunities compared with risks. Peng Bo is full of confidence in China South Publishing’s deep roots in its main business and years-long investment in technology. Compared with the pessimistic remarks that “paper book is about to die” and “online education has been destroyed”, he believes that
in a future in which technology empowers education, and publishing empowers education. The following is the interview with several media that Peng Bo received at the 30th National Book Expo.

The publishing industry suffered an overall decline during the 2020 pandemic. However, judging from the publicly disclosed information, China South Publishing still achieved a growth in revenue. What is the reason behind this?

The 2020 pandemic will undoubtedly have a huge impact on the global publishing industry. Like many peers, China South Publishing’s physical stores, media and advertising, and education publishing businesses have also been hit hard. Under the leadership of the provincial party committee and the provincial government, more than 20,000 employees of the whole group are taking steps, on the one hand, to prevent and fight the pandemic; on the other hand, they must resume work and production. With this Hunan publisher’s strong personality and the mission and responsibility shouldered by state-owned cultural enterprises, it has withstood this catastrophic test.

From the impact point of view, the pandemic has indeed brought many difficulties to China South Publishing’s production and sales. Xinhua Bookstore did not open for business until mid-June last year. Many schools have not opened for a long time, which directly affected China South Publishing’s product sales. It is estimated that the annual loss of sales revenue will be more than one billion yuan.

In the face of these difficulties, China South Publishing actively stabilized its operations, expanded the market, adjusted its structure, sought transformation, and achieved some impressive results.

In 2020, its overall economic indicators experienced a decline in the first quarter, but achieved a strong rebound in the second quarter. The numbers rose steadily in the third and fourth quarters. The annual operating income reached 10.473 billion yuan, a year-on-year increase of 2.07%; and net profit was 1.546 billion yuan, a year-on-year increase of 9.86%. The company was selected as one of the top 30 national cultural enterprises for twelve consecutive years.

This momentum has continued after entering 2021. In the first quarter of this year, the operating income was 2.096 billion yuan, a year-on-year increase of 36.49%; net profit was 279 million yuan, a year-on-year increase of 28.96%; total assets were 23.33 billion yuan, a year-on-year increase of 7.66%; earnings per share were 0.15 yuan, a year-on-year increase of 36.36%.

In the extremely difficult year, China South Publishing has stabilized its development despite the market trends, and it relied on the strong leadership of the provincial party committee and government and the joint efforts of the group’s tens of thousands of employees. Of course, behind this rising trend is the group’s efforts to seek transformation as a large state-owned cultural enterprise. It is said that the mission and responsibility of inheriting civilization, disseminating culture, and delivering value are the consistent background of China South Media, the publishing industry in Hunan must never give up the the pursuit of transformation and further development.

For example, in the field of channel construction, in the past year or so, the Xinhua Bookstore in Hunan Province under China South Publishing has been exploring new service models and cultivating the campus reading market. Sales of educational products have risen instead of falling. The “Four-dimensional Reading Series” jointly created by Xinhua Bookstore and China South Publishing’s publishing house achieved sales of 120 million yuan last fall alone, and sales of several single volumes exceeded 100,000. It is expected that in 2021, it will provide products worth over 400 million yuan for primary and secondary school students across the province. More importantly, Xinhua Bookstore has gradually changed its policy-driven offline system distribution model, established an online-based market distribution model that directly serves teachers, students and parents. This is a major breakthrough: Online sales of educational products of Xinhua Bookstore in 2020 exceeded 1.3 billion yuan, a year-on-year increase of 154%, and the number of effectively registered users reached 6.15 million.

In terms of Internet education, Teewon Digital Media, a subsidiary of China South Publishing, is one of the first domestic online education solution providers to launch. Backed by the largest investment, Teewon is a leader in the industry. The company’s self-developed education product line has entered the country’s 25 provinces, 146 prefecture-level cities, and 582 districts and counties. It serves more than 10,000 schools and has successfully expanded overseas. The platform, developed by Hunan Education Press, focuses on the smart campus and smart learning products, with 4.85 million registered users and 2.78 million cumulative app downloads. Through the development and launch of this platform, China South Publishing can now reach 25 million digital education users, and online revenue continues to grow substantially.

Technological changes in online education once brought huge changes to the industry, but now news of the industry’s bankruptcy and layoffs continues. As an institution that invested in online education earlier on, does China South Publishing still believe that online education is a good business? Are there new opportunities behind the challenges?

I think Internet education is now at a crossroads. Many online educational institutions, stir up social unrest and anxiety, rather
than communicating the benefits of online learning based on basic education. Parents know that off-campus training is now becoming an important part of the family’s burden, and companies that do well in Internet education are focused mostly this kind of training. Why should government take mandatory control measures on these education and training institutions? This means that the policy does not advocate for parents and the society to become more anxious about education.

China South Media is one of the first companies in the publishing industry to enter the Internet education business. As early as 2011, we and Huawei jointly invested and formed Teewon Digital Media to explore this field. Among all state-controlled Internet education companies, I believe Teewon Digital Media’s direction is the right one. This company solves the problem of “how to teach” rather than the problem of “how to learn”. The Ministry of Education has also fully affirmed its achievements over the years.

Online education is indeed facing the strictest supervision in history, but the case of Teewon Digital Media also illustrates that, in fact, the relevant departments are now strengthening supervision, not for online education itself, but for various problems caused by barbaric growth. As a long-established educational content provider, China South Publishing has high-quality and rich content resources and offline channels on many campuses. It has more advantages in teaching and research resources and more convenient customer acquisition advantages. At the time of market order and reshuffle, what we are facing is an opportunity. Of course, we must continue to develop, not to be absent.

Real Internet education, I think, must be a trillion-scale market, but education has a threshold, and our Internet education companies today either only understand technology or only understand education. This is not enough. They must understand the whole market. China South Publishing has also carefully sorted out and summarized this aspect. I think there is still a lot of room for Internet education. What a company can provide for society and families is very important. We now have Teewon Digital Media, Shell.com, Quick Listen, Tangtang.com, ZhongnanXunzhi, etc., all of which are technology companies and platforms that provide services for education. If a large platform company based on services, technology, education, and market is really born in this industry in the future, I believe it will most likely appear in China South Publishing.

I don’t agree with the statement that “online education has suffered a disaster”. On the contrary, I believe that the “future has come” for technology-enabled education and publishing-enabled education, and the future China South Publishing lies in becoming a company not only based on paper publishing. It is also a big group, a big company, and a big industry based on education.

Since 2020, traffic from online video platforms has not only brought earth-shaking changes to the media industry, but also the publishing industry. The entire industry is embracing this new format, using short videos and live broadcasts to connect with traffic. What do you think of this phenomenon?

For the publishing and media industry, every development and change is deeply affected by technological progress. The 3G and 4G era gave birth to a number of Internet giants such as BAT, and they are now rushing to launch new products in various fields including publishing and media. In the 5G era, short video platforms represented by Tiktok and Kuaishou have developed quickly, revolutionizing the way people obtain information. At present, they are also accelerating the deployment of book e-commerce business, showing that they can reach far beyond traditional e-commerce. According to statistics, as of June last year, the number of short video users in my country reached 818 million, surpassing instant messaging with an average daily usage time of 110 minutes per capita. This format has become the main way for people to obtain information, giving birth to an emerging market with 130 trillion yuan. We must not miss this kind of traffic, and we must pay attention to this trend.

The keyword of 5G is videos. With the full commercial use of 5G, information dissemination will no longer be restricted by traffic and bandwidth. Videos, especially short videos, will further change people’s lives and become the “new normal” of publishing.

We have established our development strategy for 2021-2025 to build a new mainstream publishing and media group. This goal requires the implementation of a series of major projects to promote the implementation, whether it is book publishing topic selection planning and creative ability improvement, or short video new media, the Internet education, new services for the elderly and other industry initiatives.

This is inseparable from the support of the Malanshan Project. We will actively seize new opportunities for the development of the cultural industry in the 5G era, accelerate the construction of the Malanshan Park, and build a “dream office” that integrates work spaces, creative center, data center, media art center, entrepreneurial incubator, publishing museum and other business formats—with the aim of producing short videos, integrated media, digital education and other products. This will cultivate a new engine to lead the future development of China South Publishing.

At the same time, we also hope to create a state-controlled short video content platform with 5G technology, which will occupy a place in the existing short video market structure, provide solid industrial support for the Malanshan Project, and make the “Dream Factory” full of vitality.
Zhejiang Publishing Goes Public

By Huang Huang and Zhang Aining

On July 23, Bao Hongjun, Chairman of Zhejiang Publishing & Media Co., Ltd, rang the Shanghai Stock Exchange opening bell and Zhejiang Publishing & Media (stock code: 601921) was officially listed on the main board of the Shanghai Stock Exchange, becoming another important force in publishing stocks. According to its prospectus, the number of publicly issued shares of Zhejiang Publishing & Media is about 222 million, accounting for 10% of the company’s total share capital after the issuance. The issue price is 10.28 yuan. Zhejiang Publishing United Group, the parent company of Zhejiang Publishing & Media, has been selected as one of the “Top 30 Chinese Cultural Enterprises” and the “Top 50 Publishing Companies in the World” twelve consecutive times. Zhejiang Publishing & Media covers the main business of Zhejiang Publishing United Group’s publishing, distribution, and printing affairs. It has several powerful sub-groups such as Education Publishing Group, Printing Group, Xinhu Bookstore Group, Bookuu Group; and it owns 11 publishing companies, including Zhejiang People’s Publishing House, Educational Publishing House, and Children’s Publishing House, and 124 holding subsidiaries.

In the context of the publishing industry’s pursuit of high-quality development, Zhejiang Publishing & Media’s use of the capital market also represents the numerous possibilities for the transformation of state-owned publishing enterprises.

Leading Zhejiang Publishing & Media to go public was one of the key work directions clearly proposed in Bao Hongjun’s speech on July 16, 2018 when he began to serve as chairman of Zhejiang Publishing United Group three years ago. “Going public will be a rare strategic opportunity period in the future development of the group,” he said. For this reason, Zhejiang Publishing & Media set up a listing team, with Bao Hongjun serving as the team leader to promote the listing process. “We have worked hard for three years, and now we have finally achieved the goal of going public.” Bao Hongjun was deeply gratified.

On the occasion of being listed and looking forward to the possibility of further reform and development, Zhejiang Publishing & Media needs to work harder to answer the question: what is the future and way out of a local publishing group?

Zhejiang Publishing & Media’s Main Business

In 2020, the book industry encountered a major test from the pandemic, but Zhejiang Publishing & Media performed well. According to its prospectus, the annual operating income was 9.808 billion yuan and the net profit was 1.152 billion yuan, maintaining a steady growth during the pandemic. In Bao Hongjun’s view, the main business is the solid founda-
tion for the development of Zhejiang Publishing & Media, and also the foundation of its survival.

Data show that teaching aid materials, as the main business of Zhejiang Publishing & Media, have supported the company’s steady growth performance. In 2020, the operating income of teaching materials in the publishing and distribution section will be close to 4 billion yuan. In terms of general books, Zhejiang Publishing & Media publishes over 10,000 types of books each year, with steady growth year by year. Its publishing houses implement a professional, differentiated, and high-quality business strategy, focusing on the development of high-end, original professional books. In the past three years, the operating income of the publishing sector has been maintained at more than 2.4 billion yuan, of which general books accounted for nearly 60%.

Zhejiang Publishing & Media has also established a multi-level, omni-channel distribution system. Zhejiang Xinhua Bookstore Group has always been among the best in Xinhua Bookstores across the country, using its advantages in products, information, logistics, and technology to incubate the Xinhua e-commerce platform Bookuu.com. In 2017, Bookuu.com operated independently and gradually developed into one of the best e-commerce bookstores.

Zhejiang Publishing & Media uses Bookuu as its main brand and enriches and perfects the sub-brands such as Muduo, Saturn, Torch, and Ninth Tier. The company builds its own platforms that integrate with Bookuu.com, Bookuu APP, Tmall, JD.com, Dangdang, and other e-commerce platforms, which provides strong support for the growth of online revenue. Together with the Zhejiang Xinhua Bookstore Group, it has become the core infrastructure supporting the strong distribution capabilities of Zhejiang Publishing & Media.

In terms of social benefits, Zhejiang Publishing & Media has the cultural and social responsibilities as a local group. After the outbreak of the pandemic in 2020, its Zhejiang Education Press published Prevention Manual for Covid-19 Infection, which was one of the first three anti-pandemic books launched in the country. In addition, focusing on fighting against the pandemic in an all-round way, the group’s publishing houses have published nearly 50 anti-pandemic publications such as reportage, medical science popularization, photographic albums, and children’s picture books.

Zhejiang Publishing & Media has been prominent in undertaking social responsibility. Zhejiang Publishing & Media adheres to the development direction of “publishing professional, academic, high-quality, and famous books”. With national awards and projects as the main focus, it vigorously cultivates publishing projects using various formats and rich content. In recent years, Zhejiang science and technology publishing house has excelled in the fields of medical plastic surgery and agricultural environment and resources. Zhejiang People’s Publishing House works in the fields of social sciences, current affairs, and literature and history. Zhejiang Education Publishing Group publishes in the fields of education and psychology. Zhejiang Ancient Books Publishing House specializes in the field of literature collation. Zhejiang People’s Fine Arts Publishing House focuses on the fields of calligraphy and painting, and has published many high-quality publications with profound thoughts, exquisite art, and well-made productions, with remarkable social benefits.

Because the main business has established a stable foundation, the publishers did not limit their vision to a province, but looked at the national and global markets, always maintaining a state of aggressiveness. Zhejiang Publishing & Media’s Education Publishing House, Children’s Publishing House, and Literary and Art Publishing House have set up offices in Beijing, Shanghai and other places, gathering resources through the establishment of subsidiaries and studios, and deploying new businesses. In the competitive field of children’s books, Zhejiang Children’s Publishing House has established the New Frontier Publishing in Australia and New Frontier Publishing House (Europe) in London, UK, creating an international children’s book publishing platform across the three continents of Asia, Europe, and Australia.

In addition, the publishers continue to expand their resource circle through investment and cooperation. At the beginning of 2017, Zhejiang People’s Publishing House had a 7.14% stake in the online literature platform “Looking at Science and Technology”, a subsidiary of the Motie Group. In August 2017, Zhejiang Publishing United Group indirectly participated in the investment in the Motie Group by buying shares of the Motie Group’s long-term partner companies after a new round of financing. In April 2017, Zhejiang Literature and Art Publishing House invested and got a 30% stake in DuMi. In addition, Zhejiang Publishing & Media invested in the Guomai Culture in December 2018, which went public on August 30, 2021, with 2% of the shares.

Digital Layout

In the traditional businesses, the advantages of Zhejiang Publishing & Media are obvious. Standing at a new starting point for development, solving the current pressure of transformation and upgrading faced by local publishing groups is one
reason why Zhejiang Publishing & Media went public.

From the fundraising projects, we can get a glimpse of the goals of Zhejiang Publishing & Media. According to the prospectus, Zhejiang Publishing & Media raised a net amount of 2.207 billion yuan this time, invested in 13 projects in 6 modules, including boutique book publishing, distribution, production, technological transformation, digital integration, basic supporting facilities, and replenishment, which are mainly implemented by main subsidiaries. Among them, the company invested 589 million yuan in digital integration projects. There are three main projects: Bookuu Networks plans to build a Torch Knowledge Service Platform to provide integrated solutions, which include content dissemination, merchandise sales, and user management for publishers and writers. At the same time, it provides content services and e-commerce services such as digital reading, knowledge payment, education classrooms, and merchandise sales for all kinds of users.

In 2019, Zhejiang Publishing & Media merged the four companies of the Bookuu Group, Digital Media Company, Journal Headquarters, and Electronics Publishing House to form Bookuu Digital Publishing Media Group Co., Ltd., which has various license qualifications such as electronic audiovisual, digital publishing, online games, webcasting, channel distribution, and more, penetrating the entire digital industry chain from publishing to distribution, and playing the role of the “vanguard” in the digital transformation of Zhejiang Publishing & Media. Its Torch Knowledge Service Platform was launched in 15 applications, introduced nearly 100 full content authorized partners, launched 6,800 kinds of e-books, established more than 30 course partners, and offers more than 300 types of course products. In fact, the digital reading section of the Bookuu Group started very early compared to its peers in the country. It has leading advantages in digital reading, book e-commerce, knowledge services and other businesses. The subordinate “Global E-commerce” new media platform also has a foundation in the field of knowledge payment. It’s not difficult to understand Bao Hongjun’s expectations for the Bookuu Group: “We must build a content production and dissemination platform with user data analysis and application as the core, realize content monetization and viewer monetization, and build a protection for our digital content and compete with online publishing companies.”

Responding to the Question of the Era: Interview with Bao Hongjun

The listing of Zhejiang Publishing & Media on the main board of the Shanghai Stock Exchange also means that-market-leading local publishing groups have gathered in the capital market.

Nowadays, Zhejiang Publishing & Media combines the development of the times, society, and the industry to establish the corporate values that “thoughts lead the times, knowledge serves users”. Bao Hongjun, pointing out the direction of the company’s development, said, “I hope that one day, when our future generations define the ideological, academic, and mental discourse of this era, they can benefit from the contribution of Zhejiang Publishing & Media.”

Among the local publishing giants, Zhejiang Publishing & Media is late to go public. What are the considerations when it comes to the timing of listing?
The timing of listing is both passive and active. However, in a passive situation, we embarked on an active listing path.

Our consideration of listing is mainly based on whether, as a culturally listed company, we can take the initiative to assume cultural responsibility when grasping new opportunities, planting new advantages, and gathering new momentum. Zhejiang Publishing United Group was included in the provincial government’s “Phoenix Plan” in 2018. Theoretically speaking, the listing process had already begun at that time. In the third wave of listings in the publishing industry, many people think that market dividends are not that high, and cultural reforms are not oriented to listings, and that listings are unnecessary. However, we feel that publishing companies must become market players with inherent development endowments, and they must establish a modern corporate governance structure. By building a modern corporate system that meets the requirements of market competition and increasing the system and management requirements of market players, they must be shaped as market players which can truly win market competition.

I believe that opportunities in the capital market will always exist. It does not matter sooner or later, but once you go to the capital market and rely on professional and market capabilities, I believe there will be new opportunities to transform and upgrade traditional publishing companies, which can win the long-term competitive advantages of both traditional and digital publishing, which is good for the sustainable development of Zhejiang Publishing & Media and helps fulfill the mission as a state-owned publishing enterprise.

At present, publishing stocks were given less attention in the capital market, and the secondary market generally gives local publishing groups low valuations. In this environment, how does Zhejiang Publishing & Media position itself in the capital market?

From an industry perspective, publishing and media are traditional industries, and low valuations are normal and objectively reflect the fundamentals of the industry. The securities market uses feet to vote, and the core elements of a company, such as revenue structure, profit composition, strategic trends, and corporate governance have been thoroughly analyzed by investors and the media.

What Zhejiang Publishing & Media has to do is to focus on its main publishing business, promote reform and innovation with stronger determination; focus on users; publish and plan paper books, e-books, audios and videos; and use new media to form a network-wide marketing system to integrate online and offline resources. We restructure our industrial system with new industrial vision, new technical background, and new operation and maintenance mode, and continue to maintain and surpass the status formed in the traditional industrial system. Zhejiang Publishing & Media will definitely give the capital market a brand-new publishing and media company in the future.

Will it expand investment and mergers in private book companies and related companies after listing?

Private book companies are an active force in the development of the content industry, especially in the planning of best-selling books, and they are the benchmark for us.

We focus on the main business and pay great attention to the product operation of excellent private book companies. Whether in content or capital, we are willing to seek cooperation in a positive, open, and inclusive attitude. This also reflects Zhejiang Publishing & Media’s ambition as a state-owned cultural enterprise, and its firm determination and confidence to enter the market.

After Zhejiang Publishing & Media went public, our foundation is to improve ourselves, to forge the company into a publishing company that faces the Chinese thought market, has internal vitality, and is sustainable, so as to fulfill our mission of market-oriented development and growth.

At the same time, we must make full use of the capital market to discover and build our circle of friends. We will not be profit-oriented, and will not implement investment strategies without distinction, discrimination, and selection in the capital market. We will choose our circle of friends with the goal of consolidating and enhancing our publishing product lines. We will invest in the projects that are beneficial to this principle and logic. If they are not, we will give up without hesitation even if we make a lot of money every day.

Judging from chairman, in the next few years, what kind of company do you hope that Zhejiang Publishing & Media will become? What do you think is the core value of Zhejiang Publishing & Media’s future for society, the country and the industry?

My dream is far away and very realistic. I hope that one day, when our descendants define the ideological, academic, and mental discourses of this era, they will benefit from the contribution of Zhejiang Publishing & Media. Success doesn’t have to be with me, but success must be because of me.

Putting it another way, the values of Zhejiang Publishing & Media that “ideology leads the times, knowledge serves users” are far from being realized. When will they be realized? This is when the offline and online publications of Zhejiang Publishing United Group can become the iconic publications of the current and “now”, leading the trend of mainstream values in this era.
PPM: Telling Chinese Stories and Helping the World Better Understand China

By Liu qingqi

Telling Chinese stories and helping the world better understand China are core elements of Phoenix Media’s international strategy.

PPM’s Five-Year Content Development Strategy

Phoenix publishing & Media, Inc. has set out a four-part strategy to continue to build its business. First, the group actively publishes high-quality books across a variety of genres that embody China’s ideas, Chinese culture, and Chinese wisdom. Some of the standout titles the group is currently promoting overseas include: Century Village: Road to A Well-off Life Trilogy, Combat Covid-19 in a Scientific Manner: Stories Between Human and Virus, Combat the Covid-19 with Childlike Heart: Big Eyes Warming Heart Picture Book. These titles have been selected for the 2020 themed publications by the Ministry of Publicity.

Second, the group is exporting book copyright that promote China’s excellent traditional culture. Chinese Ethnography, Illustrated Agricultural Proverbs, Nanjing Biography, and other high-quality books have been translated into many languages and exported to China’s neighboring countries and the “Belt and Road” countries.

Third, careful planning is under way to identify the needs of the audience and continue to publish books that demonstrate the latest developments and achievements of contemporary China, such as: Boats Traveling Between North and South: China’s Grand Canal, High-speed Rail Effect and Urban Planning, A Country with Green Waters and Green Mountains: National Strategy, Ecological Technology and Economics, Power and Cable Manufacturing Technology.

Fourth, in accordance with the requirements of “maintaining the long-term prosperity and stability of Hong Kong and Macau”, PPM is actively developing its publishing business and gradually forming economies of scale.

How PPM Achieves Its Strategy

First, PPM is increasing cooperation with publishing organizations in established book markets. PPM and the British publisher Taylor & Francis have formed an export channel for academic books, and signed contracts for four academic books including The Hope of Philosophy, and many more books are expected to be exported.

Second, PPM aims to make more breakthroughs in key countries. For example, PPM and the Vietnam National Political Publishing House have been cooperating for more than ten years and have confirmed the export of the four books' copyrights: Innovation: The First Driving Force of Leading Development, The Rule of Law Project in Supervision Reform, Political System Reform, Political Stability and Governance Modernization, and Transformation of Economic Development Mode and Political System Reform.

Third, working to establish cooperative relations with famous overseas universities, PPM, Nanjing University, and the University of Birmingham have jointly established the Shakespeare (China) Center.
and the Medical Social History Research and Publishing Center, which have achieved remarkable results.

Fourth, PPM is actively carrying out Sino-foreign cooperative publishing and international manuscript preparation and striving to create leading products that cover important key topics. Under PPM, The Beautiful Childhood international manuscript project of Jiangsu PPM Children’s Publishing House has published The Travel at Fourteen Years Old (Italy) and Petofi Street No. 8 (Hungary), and the copyrights have been exported.

International and Multilingual Export

Children’s book Bronze and Sunflower achieved copyright export to 19 countries and won many important international awards such as the Freeman Award for Young Adult/Middle School Literature in the US. As of the end of May, the English and Italian translations had sold 33,000 copies and had been highly praised by the local mainstream media.

The copyright of Combat the Covid-19 with Childlike Heart: Big Eyes Warming Heart Picture Book has been exported to 19 countries and published in 15 languages and sold in more than 40 countries. Jackie Chan: I Become Old Before I Grow Up has sold copyrights in 12 languages to more than 20 countries, earning nearly one million RMB in royalties, making it the highest output product of PPM in terms of royalties in the past decade.

Praise from International Media

After the German edition of Bronze and Sunflower was published in 2015, the Frankfurter Allgemeine Zeitung, which has the largest circulation in Germany, published a long report entitled “Fireflies and Phosphorus”, saying that “Cao Wenxuan’s magical words and slightly sad metaphors represent the process of civilization finally defeating falsehood, and defending the beauty of words in the literary world with his works, and the significance of sunflower as the core image of the work is much higher than that of sunflower for Van Gogh.”

After the Italian edition of Bronze and Sunflower was published, the Bologna Book Fair World Bestseller Series publicity magazine commented: “We live in a globalized world, but we often don’t know our ‘neighbors’, and don’t know their thoughts and their culture. The greatest children’s book writer in China today uses poetry-like words to tell the friendship stories that took place in the Chinese countryside in a simple manner through the changes of a family, full of humanity and sincerity.”

After the overseas editions of Combat the Covid-19 with Childlike Heart: Big Eyes Warming Heart Picture Book came out one after another, the US book trade magazine Publishers Weekly focused on promoting the masterpiece of the book series Masks Which Love Counting. Lebanese national TV station MTV focused on this book series and broadcasted the Arabic publicity film of this set of books; more than a dozen media such as Nepal’s Contemporary Weekly, Lebanon’s News, and Vietnam’s Labor Daily introduced this set of books.

Reports from overseas mainstream media have effectively enhanced the international dissemination and visibility of books by PPM.

Challenges Facing the Internationalization of Publishing

The influence of imported books and exported books in the domestic and foreign markets is very different. In recent years, PPM has introduced and created a number of super bestsellers in China, for example, The Catcher in the Rye has sold more than 4.5 million copies of all editions; 84, Charing Cross Road has sold more than 1 million copies; Autobiography of Park Geun-hye: Frustration Trains Me and Hope Stimulate Me sold more than 1 million copies; To Kill a Mockingbird sold more than 500,000 copies; The House on Mango Street sold more than 700,000 copies; and Life of Pi sold more than 50 million copies.

Publishing these imported books not only achieved good social and economic benefits, but also improved the editor’s vision and ability to plan books. However, the copyrights PPM exported overseas, except for classic works such as Bronze and Sunflower, have only sold 3,000 copies overseas, which is considered a good performance. Literary and academic books have average sales of 500 - 1,000 copies. Of course, the volume of the overseas book market is much smaller than the domestic market, which is an objective reality. However, how to effectively increase the sales of overseas editions is still an important aspect that PPM needs to think about and focus on in the future.

The world’s publishing powers, such as the United States, Germany, France, Spain, and Russia, all regard publishing as an important channel for cultural outreach, as an effective way to showcase their national image and improve their international communication capabilities. On the positive side, the introduction of high-end and valuable works from abroad helps to broaden horizons, understand international publishing trends, and understand the
ideological context. The introduction of academic books will have a positive effect on China’s scientific development and academic innovation, thereby gradually narrowing the gap and improving originality.

Based on data from PPM over several years, the top five import source countries are the United States, the United Kingdom, Japan, France, and Germany. From the perspective of imported genres, the top three currently introduced are children’s books (picture books, children’s literature, etc.), literature, and social sciences. The proportion of science and technology books is not high. PPM believes that children’s books have a huge impact on children’s outlook on life and the world, and long-term influences from overseas cultures pose a challenge to Chinese education. The proportion of science and technology books is insufficient, and thus the contribution to the development of natural sciences is not enough.

Professional communication channels need to be further expanded. Through the efforts in recent years, PPM has connected with a number of important partners overseas and has also achieved cooperation results. However, we deeply feel that the potential of overseas channels has not been fully utilized. The group is examining how to further dig deeper into the rich academic resources of a number of prestigious universities such as Harvard University in the United States, the University of Birmingham in the United Kingdom, Roland University in Hungary, and the Catholic University of Chile. PPM is also looking at how to carry out more extensive collaborations, expand business cooperation with important cultural and publishing institutions—such as UNESCO, Taylor & Francis in the United Kingdom, Cengage Learning Group in the United States, Springer in Germany, Brill Publishing in the Netherlands and other important cultural and publishing institutions—and cooperate with industry media like Publishers Weekly, Publishing Perspectives, and The Bookseller.

Opportunities Facing the Internationalization of Publishing

As early as five years ago, many people predicted that paper books would be replaced by e-books. But so far, in the post-pandemic era, paper books still have a place at home and abroad. It is worth noting that with the continuation of the pandemic, online bookstore sales have risen to varying degrees in many countries. This is accompanied by the closure and decreasing sales of physical bookstores, especially independent bookstores, and the increasing role of new media in book sales. There are opportunities in these changes. PPM is looking closely at these trends and, in accordance with the overall requirements of building a “dual cycle” development pattern at home and abroad, plans to join hands with the overseas publishing industry, using media integration as a starting point.

As the world begins to normalize during the continuation of the pandemic, PPM will rely on the advantages of online bookstores and new media to create a new model for publishing to go global. This move not only meets the relevant requirements of the national plan for 2021-2025 to “build an internationally competitive digital industry cluster”, but also serves as a useful exploration for exploring overseas markets and seeking new profit models.

In the past five years, PPM has achieved good results in its “going global” work. The number of countries to which it has exported copyrights and products has continued to increase, and its overseas strategy has taken shape. In the future, PPM’s international cooperation will continue to focus on publishing cooperation as a center, and the group will actively improve international communication capabilities and expand the cultural influence overseas. On this basis, three new goals will be added during the period 2021-2025: one is to realize the multilingual and multi-national export of one book; the second is to increase royalty revenue; and the third is to continue to promote international manuscript preparation.

In addition, digital publishing is also an important direction. Digital publishing can be spread overseas through online channels. The successful promotion of overseas digital publishing during the Covid-19 pandemic has shown that digital reading has risen against the market and a bright future can be expected. Specific measures are as follows: First, PPM will integrate its content resources, develop and form a database, and bring export-oriented digital publishing products to market. This database cannot be large and scaled. It must be internationalized in form and content to make it easy to be accepted overseas. Second, PPM aims to innovate its overseas operation model, using platforms such as Amazon and Apple, to promote PPM’s publications directly to overseas readers. The third is to develop online courses for “Belt and Road” countries. According to the curriculum design and education outline, we will gather various text, audio, and video resources, and form an online course system that integrates learning, training, and examination.
How to Read Chinese Painting

Author: Tian Yubin
Publishing Date: 2020.08
ISBN: 9787503973326
Format: Paperback
Price: ¥ 99.00
Publisher: Hunan Education Publishing House

The CNG Field Guide to the Birds of China

Chief Editor: Liu Yang, Chen Shuihua
Publication Date: 2021.03
ISBN: 9787503973326
Format: Hardcover
Price: ¥ 128.00
Publisher: Hunan Science & Technology Press

Stories of Chinese Traditional Medicine

Chief Editor: Yao Qin, Tang Xiaochun
Publication Date: 2020.04
ISBN: 978788502812
Format: 5 DVDs
Price: ¥ 188.00
Publisher: Hunan Electronic And Audio-Visual Publishing House

History of Chinese Railways

Author: Gaolejianwen
Publishing Date: 2021.06
ISBN: 9787503973326
Format: Paperback
Price: ¥ 68.00
Publisher: Hunan Literature & Art Publishing House

The Classic of Mountains and Seas: A Collective Edition

Illustrator: He Hongmei
Translator & Annotator: Chen Minzhen
Publication Date: 2020.11
ISBN: 978753810942
Format: Paperback
Price: ¥ 168.00
Publisher: Hunan Yuelu Publishing House
Follow Me Around China (5 Titles)

Author: Honghongluobo
Publishing Date: 2020.05
ISBN: 9787556256245
  9787556255522
  9787556255276
  9787556255289
  9787556256238
Format: Paperback
Price: ¥164.00(set)
Publisher: Hunan Juvenile & Children’s Publishing House

This Is the Forbidden City

Author: Jiang Shunyuan
Publishing Date: 2021.07
ISBN: 9787556126255
Format: Paperback
Price: ¥88.00
Publisher: Hunan People’s Publishing House

Treasures of Chinese Porcelain

Author: Tu Ruiming
Publishing Date: 2021.07
ISBN: 9787535694645
Format: Hardcover
Price: ¥138.00
Publisher: Shanghai Insight Media Co., Ltd.

A Comparative Study of Social Finance Structure and Size between China and the Overseas Markets

Author: Zeng Jianhua
Publishing Date: 2021.07
ISBN: 9787513933232
Format: Hardcover
Price: ¥95.00
Publisher: Democracy and Construction Press

Always Have, Always Will

Author: Zhang Jiaji
Publishing Date: 2021.08
ISBN: 9787576028256
Format: Paperback
Price: ¥48.00
Publisher: China South Booky Culture Media Co., Ltd.

Xu Bing: Thought & Method

Author: Xu Bing
Publishing Date: 2021.01
ISBN: 9787539929888
Format: Hardcover
Price: ¥208.00
Publisher: Hunan Fine Arts Publishing House
Anhui Publishing Group: New Era, New Start, New Height

By Zhu Handong (Chief Editor of Time Publishing & Media Co., Ltd)

Anhui Publishing Group’s Achievements in the Past Five Years

Anhui Publishing Group, established in 2005, is a large-scale state-owned cultural enterprise that holds a controlling stake in Time Publishing & Media Co., Ltd. The group has top comprehensive abilities to go global in the national publishing industry. It has been selected as one of the top 30 national cultural enterprises 11 times, and won important awards such as “the most influential enterprise in China’s copyright industry”, “top press and publication company going global”, “China Copyright Gold Award”, and “National Copyright Model Company”. The group and its 14 companies were selected as key national cultural export enterprises, and it is one of the leading local publishing groups in the country.

Since 2016, Anhui Publishing Group has been dedicated to telling Chinese stories and has continued to expand cultural exchanges and cultural trade with foreign countries. The “Going Global” business segments have rapidly developed to include publishing and cultural products across a wide range of businesses, large copyright trade volume, growing overseas channels, and many international partners.

In the past five years, the company has gradually transformed its international business from a single copyright export to the export of diverse products, from single-product rights deals to deep-level capital cooperation, and from the traditional cooperation model to new media and businesses. Anhui’s strategy has gone from “going global” of individual products to “going global” with projects, capital, and industry—forming an international business that continues to grow steadily.

“Going global” of products: Since the establishment of the group, Anhui has established strategic partnerships with well-known cultural companies in more than 50 countries and regions around the world, and it has established business dealings with 37 countries along the “Belt and Road”, ranking among the top in the country for 13 consecutive years. From 2016 to 2020, more than 3,000 copyrights were exported, more than 100 book projects were selected as key national publishing projects, and more than 1,300 high-quality books were published overseas.

“Going global” of projects: The group promotes the building of major projects on multiple platforms. It has joined the China-Central and Eastern European Countries Publishing Alliance, Frankfurt Book Fair’s IPR License online copyright trading platform, as well as other international organizations, and international book fair platforms. Its 27 projects such as the “Comprehensive Promotion of Chinese Culture Platform in South Asia”, “Colorful Silk Road” Chinese folk culture overseas promotion platform, and the “Silk Road Children’s Book International
Cooperation Alliance” have been selected as key national cultural export projects. More than 300 projects have been selected in the “Chinese Book Outbound Promotion Program”, “Classic Chinese Books International Publishing Project”, the “Silk Road Book Project”, and other key national cultural “going global” projects. The group has promoted the “going global” of more books that reflect the characteristics of the modern times and show the charm of Anhui.

“Going global” of capital: The group’s international cooperation business is active in more than 100 countries and regions, and has established physical companies in Poland, Lebanon, and Ethiopia. Among them, Time Publishing & Media Co., Ltd, which is controlled by the group, has created three “going global” physical projects: Polish Time – Marszałek Publishing Company for Central and Eastern Europe, Lebanon Time Future Company for the Middle East, and Singapore Time Publishing for Southeast Asia. Driven by these three leading projects, the group is present in key “going global” regions to build a core circle of overseas strategic partners. Antai Technology Company, a subsidiary of the group, is expanding foreign cultural trade in the Middle East and Africa, has established a subsidiary in Ethiopia, and is cooperating with the Ethiopian Ministry of Education to build smart education cloud projects. It has an office in Accra, the capital of Ghana, to expand smart cities, smart campuses, and other businesses.

“Going Global” of culture: The Anhui Publishing Group uses international exhibitions to gather resources and carry out various forms of foreign cultural exchange activities to enhance its international influence. Since 2016, the group has participated in more than 30 large-scale international exhibitions, independently created more than 10 foreign cultural exchange platforms—such as the “Beautiful Anhui Silk Road Book Culture Promotion Center” in Poland—and successfully held the Anhui Literature and Culture Center in Russia, Time Publishing Anhui Book Promotion Conference, Anhui Tourism World Tour, and other activities. The group enhances the quality of cultural service export with creative design, and foreign service trade continues to extend to the cultural industry chain: The self-developed Dolphin Baby series of multimedia interactive reading e-books are distributed in the global market and sold to 84 countries and regions.

The development of animation IP derivatives like “Dog Team Made Great Contributions” has achieved a cumulative revenue of over 10 million yuan and has been sold to many countries in Southeast Asia. The group also continues to cooperate with customers in the United States and Chile to develop the design of Disney’s authorized product series. The scale of import and export of cultural products and equipment continues to expand, with business covering nearly 100 countries and regions around the world. Anhui WhyWinInternational Economic and Trade Co., Ltd., a subsidiary of the group, achieved a total cultural trade of 97 million US dollars in 2019, and its main export categories include LCD TVs, electronic education products, stationery, etc.

The second practice is to progress from “going global” to “walking in”. China’s publishing industry is undergoing a shift from high-speed growth to high-quality development, from scale expansion to value enhancement, and the business upgrade of “going global” is becoming more and more urgent. Aiming at the problems of “going global” being easy but “walking in” being difficult, the group closely follows the national cultural “going global” strategy by increasing cross-border integration, flexibly operating capital, and integrating culture and technology, culture and tourism, and other development thinking. The group carries out cultural exchanges and capital operations in an orderly manner, especially with countries along the “Belt and Road” and neighboring international and domestic markets, and strengthening the top-level design of “going global”. While strengthening the building of upstream content and downstream channels, it also actively cultivates large-scale international communication through external and internal cooperation to continuously improve the level of “going global” across the entire industry chain. The group aims to build a new all-media international communication channel with original content as the foundation, innovation as the driving force, and overseas entity incubation as a method to improve quality and efficiency of “going global”.

The Main Practices of Anhui Publishing Group’s Cultural “Going Global”

The first practice is to climb high and look far, bravely rise to the forefront. The group adheres to the development strategy of “going global” of culture, coordinating the
countries, and promotes the localization and effectiveness of “going global”. Since 2020, in the face of the impact of the epidemic, the group has organized all publishing houses under the group to use new media integration technology to integrate and condense copyright information, innovate content expressions, produce more than 100 kinds of short English videos for copyright promotion, and build “going global” resources databases. The group conducts online communication for overseas markets to promote Chinese culture, spread Chinese voices, empower international cultural communication, and help “go global”. The new international exchange and dissemination model has changed the business forms of “going global”, presented the diversity of copyright content promotion, and created more possibilities for the effectiveness of the overseas dissemination of Chinese culture.

The third practice is to build an international team of talented professionals. The key to going global effectively lies in talent. On the one hand, based on the internationalization of its own talents, the group has built a team that understands domestic and foreign markets, knows international business rules, is familiar with business rules and international operations, and excels at cross-cultural communications. The team is training full-time copyright trade personnel, undertaking international cooperation project tasks, attending international book fairs, conducting overseas training, and more. From 2016 to 2020, a total of 9 people in the group were rated as “role models in promoting export and import of copyright”, and 13 people were rated as “outstanding copyright managers nationwide”.

In addition, the group selects and hires foreign talent who are skilled at international operations in the publishing field as international cooperation consultants in accordance with the business needs of different types of projects and different types of markets for “going global”. From 2016 to 2020, the group hired 8 publishers and sinologists as international consultants, including Adam Marshavik (Poland), Constantin Luboan (Romania), Mohammed Khatib (Lebanon), and Martin Woesler (Germany). Two heads of overseas subsidiaries—Ms. Joanna Marshavik, general manager of Polish Time-Marshavik Publishing Group, and Mr. Mohamed Khatib, president of Lebanon Time Future Co., Ltd.—were awarded the “Special Contribution Award for Chinese Books”, because they are introducing contemporary China overseas, promoting Chinese culture and Chinese publications, and offering other outstanding contributions.

The fourth practice lies in the motto “our friends are all over the world”. “Going global” requires someone to do the initial work, and “walking in” requires someone continue that work. The overseas strategic partnership circle is the guarantee for the implementation of international cooperation. The group closely follows the national cultural “going global” strategy, strengthening cultural exchanges and cooperation with key countries and regions along the “Belt and Road”, building the group’s “circle of friends” along the Belt and Road, and achieving mutual benefit and win-win results in cooperation. At present, the “circle of friends” has covered 37 countries including Russia, Poland, Romania, Serbia, Armenia, India, Nepal, Lebanon, Turkey, Egypt, Vietnam, and Singapore.

“Going global” with Chinese culture has become a common cause for everyone in the circle of partners to “roll up their sleeves and work together”.

2021 is the first year of the new five-year plan. Standing at the starting point of this new journey, the group will adhere to high-level publishing, continue to promote the high-quality development of “going global”, build a three-dimensional and diversified pattern of cultural exchange, expand cultural communication and cultural trade, and actively build an international high-quality “going global” brand, change from cultural “going global” to “walking in”, and form a new three-dimensional and diversified industrial form of international cooperation.
China Readers: Chinese Spirit, International View

By Ma Jianhui

The “China Readers” series, jointly published by People’s Education Press and National Geographic Learning (part of Cengage Learning), is a set of English-language books designed to promote and spread the cream of Chinese culture. The series is based on the theme of “Tasting Chinese Culture in English Learning.” The framework is co-written by Chinese and foreign experts. It is written by American author Patrick Wallace and compiled by the editors of People’s Education Press. The series offers an international perspective on China and Chinese culture, and it integrates the promotion of excellent Chinese culture with English-language text. The series is well-illustrated and suitable for young English speakers in China and abroad.

There are four sets of books: wisdom and beliefs, literature and art, technology and civilization, and folk customs. Each set includes five single-line books, and the series has a total number of 20 books. Each book concentrates on one representative Chinese cultural theme and conveys Chinese thought and values via interesting and informative English reading.

Zheng Wangquan, editor-in-chief of the series, is the deputy editor-in-chief, editor and reviewer of People’s Education Press and was responsible for compiling multiple sets of high school English textbooks. The Chinese editorial team has participated in the compilation of multiple sets of primary and secondary school textbooks as well as educational books; the team has extensive experience in planning, writing, and cooperation with foreign counterparts.

Patrick Wallace is the American writer of the series and an expert in English language teaching. He’s also the author of the new high school English textbook compiled by the People’s Education Press. He participated in the compilation of multiple sets of foreign language textbooks, was engaged in English-language teaching in Chinese middle schools and universities, and has many years of experience as an author and editor in well-known presses.

The “China Readers” series has two outstanding features. One is that it has both Chinese spirit and an international view; the other is that it is a Chinese original work with excellent pictures and texts.

At present, most similar types of books are imported, translated, and compiled; original and high-quality English-language books that showcase Chinese spirit from an international perspective are difficult to find. The China Readers series fills the gap in the market. The author, Patrick Wallace, has lived in China for more than ten years; he loves and understands China. He writes with facts and affection, and writes contemporary Chinese stories in beautiful and vivid language. During compilation, the Chinese and foreign teams focused on China while integrating Chinese and foreign values. They held in-depth discussions, cooperated closely, and pursued high-quality content.

In terms of language and teaching, the series has been vetted by a range of language-learning and translation experts, including Chinese textbook expert Liu Daoyi, Professor Mei Deming (the Dean of the School of English, Shanghai International Studies University), expert from the Foreign Languages Bureau; in terms of the subject, the series has been examined by experts from the People’s Education Press as well as research institutions such as the Palace Museum, Dunhuang Academy, Dongba Culture Research Institute of Yunnan Academy of Social Sciences, Institute of Physics, and Chinese Academy of Sciences.

The series aims at young English-speakers in China and abroad. The topic angle, language difficulty, activity design, and layout design has taken the reading preferences of the younger generation into consideration. The series includes reading activities related to language ability, thinking skills and cultural awareness enhancement. There are two versions of American and British recordings with Chinese traditional music, which will organically integrate the promotion of the cream of Chinese culture with English learning, and meet the language learning needs of young readers.

Pictures, texts, and exquisite production are the
Outstanding features of the design of the *China Readers* series. There are 15-20 theme photography works in each book, including the cover picture, which are carefully selected from a number of Chinese and foreign photo galleries by the English editing team of the People’s Education Press and Cengage Learning. Apart from being authentic, inspiring, and story-telling, the photos must also exhibit a comprehensive and true image of contemporary China.

First, the cover photo interprets the vivid details of Chinese culture with documentary images. Some of the cover pictures come from excellent series of photographic works, such as “The Reappearance of the Buddha Shadow in the West Wind” which won the gold medal in 12th China Photography Competition, and “A Glimpse of the Porcelain Workshop in Jingdezhen”. The cover picture of *The Power of Mind and Body* combines the movements of a Shaolin monk with the light and shadow on the wall. The cover picture of *Silk Road* was awarded in the 3rd China Tourism Scenic Photo Contest.

Second, the illustrations inside the books have important cultural and aesthetic values. Reading each book is like watching a small photography exhibition and experiencing the beauty of Chinese culture through photography. For example, the photos of *The Power of Mind and Body* showcase that Chinese kung fu can combine civil and martial arts as well as achieve the unity of movement and static. The photo from “Chinese Medicine” which shows the heritage of Chinese medicine fire ironing won the first prize of the 2017 NG Global Photography Competition in the Chinese Region Picture Story Category. The photo from *Art Gallery in the Desert* shows the dialogue between the lens and the grottoes, which embodies the perfect combination of history and humanities. The photo from *Classical Gardens of Suzhou* presents the twists and turns of the Humble Administrator’s Garden space, with visible and hidden scenery, and the characteristics of “all the pavilions and terraces all relying on water to build atmosphere.”

Third, the series contains a large number of pictures of famous ancient paintings and calligraphy works. The series contains “Appreciate the moon in August on Qiongtai” from the painting series “Travel Under the Moon” by Chen Mei in Qing Dynasty, the painting “Orchid Pavilion Preface” by Wen Zhengming in Ming Dynasty, the calligraphy “Lanting Collection Preface” by Wang Xizhi in Eastern Jin Dynasty, and the “Listening to Music” from “Han Xizai Night Banquet” by Gu Hongzhong, a painter in Southern Tang Dynasty.

Fourth, the series contains many pictures of cultural relics in museums. For example, the Yuan Dynasty’s blue and white figure jar “Xiao He chasing Han Xin under the Moon” plum bottle, a national treasure, is one of the three best Chinese porcelains; another example is part of the “All Sky Star Map” discovered in Dunhuang, which contains the world’s largest number of records stars and is also the oldest star map; there are also the Xing kiln’s white porcelain of the Tang Dynasty and the fine porcelains of the Song Dynasty’s Ding, Jun, Guan, Ge and Longquan kilns; there are also Chinese Ming-style classical courtyards “Ming Xuan” transplanted based on the “Disanchunzhu” in the Suzhou Nets Garden.

The series was issued globally, with eight books published in May 2020 and 12 books published in August 2021. In 2020, eight books in the series were selected into the “China Bookshelf” bibliography of the Ministry of Publicity; in 2020, the series was rated as an excellent case of “Belt and Road” publishing and cooperation; in 2021, the series was rated as a typical case (topic planning and solicitation of contributions) of “Belt and Road” publishing and cooperation.
Relevance of Ancient Chinese Philosophy to Contemporary Society

By Wang Lin

Both Key Concepts in Chinese Thought and Culture (Chinese-English) and “Key Concepts in Chinese Thought and Culture Series” (English Edition) encapsulate the exploration of the spiritual coordinates of Chinese thought and culture by Chinese scholars, and constitute important achievements of the Project “Key Concepts in Chinese Thought and Culture: Communication Through Translation” (hereafter “the Project”). The purposes of the Project are to select the concepts in Chinese thought and culture that reflect the characteristics of the traditional Chinese culture and the Chinese people’s way of thinking, and that embody the core values of China; to objectively and accurately define the concepts in concise easy-to-understand language, and facilitate government offices, social organizations, and the media in China in international communication by enabling them to better tell China’s story, communicate China’s voice, and acquaint the world with China’s national conditions, history, and culture. The key achievement of the Project is the bound volume Key Concepts in Chinese Thought and Culture (Chinese-English) that presents the 900 terms previously published in nine separate volumes.

What are key concepts in Chinese thought and culture? They are the terms that comprise the core beliefs and expressions of the Chinese people, such as “Ren (Benevolence),” “Qi (Vital Force),” “Tian (Heaven),” “Dao (Way),” “Nine Zhou (Regions),” “Imaginative Contemplation,” “People Are the Foundation of the State,” and “Have Ample Virtue and Carry All Things.” They can be seen as the crystallization of Chinese philosophy, humanistic spirit, way of thinking, and values.

The concepts in the book have all been selected, explained and translated by professionals. The Project invited famous scholars Florence Chia-ying Yeh, Li Xueqin, Zhang Qizhi, and Lin Wusun as advisors, and Professor Han Zhen as head of the Expert Committee. A team of more than one hundred experts and scholars specialized in philosophy, literature and art, history, as well as in translation, communication and sinology has been organized, to take charge of the selection, explanation, translation, dissemination and research of key concepts in Chinese thought and culture.

Iljaz Spahiu, an Albanian sinologist and translator, said in commenting on the book that “Over the years, I have translated Chinese books in many fields, including famous literary works as well as works on economics, history and politics. However, Key Concepts in Chinese Thought and Culture has been most fulfilling and rewarding. In translating those key concepts, I find that Chinese people, in their glorious history over thousands of years, have made tireless exploration into the natural law and social development and have created long-standing cultural traditions and profound spiritual treasures. For example, ancient Chinese philosophy emphasized ‘benevolence’ and ‘harmony,’ advocated ‘being broad-minded and caring for all things and people’ and ‘following the natural requirements of Dao,’ and pursued ‘the universal harmony’ of ‘all the people under heaven being one family.’ Those concepts are all in line with the develop-
ment trend of the contemporary world, providing new ideas and methods for addressing many problems facing the world. In coping with COVID-19, economic crisis, climate warming and other challenges, people around the world can draw inspiration from ancient Chinese philosophy, thus strengthening cooperation and striving to build a fairer and more prosperous world together.”

However, due to style and volume restrictions, the historical context, semantic context, origin and evolution, academic influence and the underlying humanistic spirits, values, and modern implications haven’t been fully elaborated for some of the concepts in Key Concepts in Chinese Thought and Culture. To give overseas audiences a more comprehensive and in-depth understanding of them, FLTRP and Springer Nature have jointly planned the “Key Concepts in Chinese Thought and Culture Series” (English Edition).

This series features comprehensive and original academic theories of independent research by the respective authors. Integrating professional studies with popular interest, it emphasizes integration of corroboration with exposition and equal emphasis on Oriental and Occidental scholarship. So far, seven titles have been published, namely, Redefining A Philosophy for World Governance, Redefining Chinese Literature and Art, Modern Notions of Civilization and Culture in China, Harmonism as an Alternative, Zhong and Zhongyong in Confucian Classics, The Soul of Creation (Shensi), and Beauty and Human Existence in Chinese Philosophy. The concepts of Chinese thought and culture expounded therein not only encapsulate the wisdom of the Chinese culture, but also constitute the common cultural treasure of the human race. Exploration into the evolution of their meanings and their influence on the contemporary society will benefit communication and dialogues between cultures.

The following are synopses of the seven volumes:

Redefining A Philosophy for World Governance

This Key Concepts pivot considers the fundamental Chinese cultural ideal of harmony (hé/fù). Historically originating from Confucianism, the concept of harmony sits at the heart of traditional Chinese culture, which is characteristically morality-based and harmony-conscious due to the central role of pragmatic reasoning and wisdom nurtured through Confucianism, Daoism, Mohism, Legalism and other schools of thought. This pivot delineates the rationale of the Chinese philosophy of harmony and its implications for modern social practices worldwide. It notably reexamines the relevance of hé beyond the realm of philosophy, and how this concept can impact on modern day human relations, amongst individuals and families as well as on a wider societal scale. It explores how hé can affect perspectives on political interaction, international relations and human conflict, as well as the interaction between man and nature. Addressing the inevitable tension between theory and practice, this book argues for the very real relevance of hé in 21st century cultural, social, political and economic spheres in China and beyond.

Harmonism as an Alternative

This Key Concepts pivot examines the fundamental Chinese ideas of “Civilization” and “culture”, considering their extensive influence both over Chinese society and East Asian societies. The pivot analyses the traditional connotations of those two concepts and their
evolution in the Sino-Western exchanges as well as their renewed interpretation and application by contemporary Chinese scholars. It analyses how the years 1840-1900 which mark a period of major transition in China challenged these concepts, and highlights how the pursuit of innovation and international perspective gave birth to new values and paradigm shifts, and culminated in the May Fourth New Culture Movement. Considering the underlying humanistic ideas in the key concepts of traditional Chinese civilization and culture, this pivot contributes to this series of Chinese Key Concept by offering a unique analysis of the conceptual evolutions brought about by the change of values in 21st century China.

Redefining Chinese Literature and Art

This Key Concepts pivot discusses the significance of the ancient Chinese concept of “xing” or “Association” in defining Chinese civilization and thought through the centuries. An approach unique to literary creation in China, “xing” highlights the importance Chinese civilization sets by the integration of intellect, emotion and will into a highly consistent concept across its personal and public spheres. The book explores how the concept has been a widely used creative technique even in the earliest collections of Chinese poems, using metaphor and symbolism to set the scene and indicate thoughts and emotions invested in the vehicle of metaphor, as well as its impact on Chinese literature and philosophy as a domain of multiple meanings in classical Chinese aesthetics.

Zhong and Zhongyong in Confucian Classics

This Key Concept pivot explores the trajectory of the semantic generation and evolution of two core concepts of ancient Chinese Confucianism, Zhong (middle) and Zhongyong (golden mean). In the pre-Qin period, Confucius advocated “middle line” and “golden mean” as the highest standards for gentlemanly behaviour and culture. In The Doctrine of the Mean, the Confucian class of the late Warring States Period, “middle” obtained the ontological meaning of “great fundamental virtues of the world,” due to the influence of Taoism and Yinyang School. It became not only the norm of human behaviours, but also the law governing the operation of heaven and earth. Since then, idealist Confucian scholars of the Song and Ming dynasties have developed the meaning of “middle” from the perspective of the relationships between heaven and man, a fundamental norm of Confucian ethics.

Beauty and Human Existence in Chinese Philosophy

This book considers the Chinese conception of beauty from a historical perspective with regard to its significant relation to human personality and human existence. It examines the etymological implications of the pictographic character mei, the totemic symbolism of beauty, the ferocious beauty of the bronzeware. Further on, it proceeds to look into the conceptual progression of beauty in such main schools of thought as Confucianism, Daoism and Chan Buddhism. Then, it goes on to illustrate through art and literature the leading principles of equilibrium-harmony, spontaneous naturalness, subtle void and synthetic possibilities. It also offers a discussion of modern change and transcultural creation conducted with particular reference to the theory of the poetic state par excellence (yi jing shuo) and that of art as sedimentation (ji dian shuo).
People’s Literature Publishing House: Initiate a New Chinese Literature Publishing Business

By Lisa

Founded in March 1951, People’s Literature Publishing House is the earliest, longest and largest national-level professional literary publishing organization in China. Seventy years ago, a group of talents with profound learning, both political integrity and ability, and the courage to take up their responsibilities, have gathered here to create the new China’s literary publishing business. Since then, People’s Literature Publishing House has taken on the important task of exploring the road of literary publishing, undertook a large number of publishing tasks, achieved remarkable results, and established a good reputation in the hearts of readers.

People’s Literature Publishing House is now a subsidiary of China Publishing and Media Co., Ltd. So far, nearly 20,000 books have been published, and more than 1.2 billion books have been issued. Generally speaking, the characteristics of books published by People’s Literature Publishing House are: a large number of classic books, a wide variety of frequently-selling books, and high-quality best-selling books. This is the result of the continuous efforts of several generations of people of People’s Literature Publishing House.

There are 206 employees. Zhang Wei, Bi Feiyu, Ge Fei, and Li Er. The publishing house has a dedicated copyright department that conducts frequent copyright transactions in the international book market, and maintains good cooperation with many overseas publishing organizations and copyright agencies. Books such as “Border Town”, “Ancient Ship”, “English”, “Blind Massage”, and “Invisibility Cloak” have been translated into English, French, German, Russian and other languages. Among them, the Thai version of Tie Ning’s “Ilow Far Is Forever” has achieved a sales miracle of nearly 30,000 copies of a single product; Bi Feiyu’s “Blind Massage” has been translated into more than ten languages; Ge- fei’s “Invisibility Cloak” enters the world in Europe, North America, and Latin America. The English version won the American Susan Sontag Translation Award, and the Spanish version was reported by many important media in Latin America; the Italian version of Jia Pingwa’s “The Lantern Bearer” won the Italian Claris Appiani Translation Award. The Portuguese version of Ai Qing’s “Travel in South America” was nominated for the Jabuti Award, the most authoritative literary award in Brazil, and won the Translation Book Award of the Brazilian University Publishing Association.

At the same time, the publishing house introduced and published a large number of foreign literary classics, such as the works of Shakespeare, Balzac, Hugo, Tolstoy, Kafka, Virginia Woolf and other literary masters, and followed the trend of the international book market and published the “Harry Potter” series, Dan Brown’s series, Stephen King’s thriller novel series, and other excellent bestsellers.

Today, when the publishing industry and the entire society are changing so fast, People’s Literature Publishing House will continue to adhere to its original aspiration and mission, and work with all colleagues to overcome obstacles and forge ahead.
In 2015, the comic book *I like that you don't like what I do, but can do nothing about it vol.1* published, and till 2021 this series of comics has been published to the fifth volume, bring joy to more than **30 million** fans all around the world.

The sales of this series has exceeded **5 million** in China in the past few years.

The English and Vietnam rights have been sold out!

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**About the author**

Bai Cho, the winner of ORCC Golden Gragon Award which is the top prize for animators in China, as well as the founder of WuHuangWanShui, the fast-growing Chinese cartoon image brand.
In the area of international development, Guangxi Normal University Press has undergone several stages of “going global” with its products and copyrights, enterprises and capital, and services and creativity. The press has successfully created a unique model for China’s publishing houses to go global.

In recent years, how has Guangxi Normal University Press’s brand been accelerated by its projects like Bridge of Art, Magic Image, and Mysterious Island? How is the press enhancing its international communications capacity and building a shared platform for international development?

Huang Xuanzhuang, Chairman of Guangxi Normal University Press Group Co., Ltd., was interviewed by China Publishers Magazine about the press’s progress and achievements.

Brand Matrix Grows Up

As an important member of the brand family of the Guangxi University Press, how have projects like Bridge of Arts contributed to your product line and the platform during the last five years?

Since appearing in the Frankfurt Book Fair in 2016, the Bridge of Art project of the Guangxi Normal University Publishing Group has become an important bridge for communication between Chinese and foreign publishers, for international exchange, and for cross-border cultural and artistic development after five years of development.

The Bridge of Art has entered the development phase of rapid integration and optimization in accordance with the international development strategy of our press. One notable development is the global art design distribution channel available with ACC Publishing Group.

In the building of the product line, the Bridge of Art has brought together international influential artists and designers such as Bing, Bai Ming, Zhang Yonghe, Jin Yucheng and Patrik Schumacher. We have launched a series of high-quality international publications such as the Design Library and the Annual Series. The Design Library includes collected essays from all over the world and published them internationally. The series is divided into architecture, graphic design, fashion, landscape, indoor design, technology, packaging, life, and new media. At present, some 50 books in both Chinese and English versions, have been published. The annual series covers artists, designers, manufacturing, and folk arts, and it now encompasses more than a dozen English books. In 2018, the Bridge of Art created the international academic journal, Architecture China, to actively disseminate modern Chinese architecture and promote the development of Chinese architecture and culture. The journal has now published five issues and is widely recognized in the field.

In the area of platform building and international promotion, the Bridge of Art promotes an annual selection of artists, designers, and their works through various chan-
nelons of international exhibition platforms in Beijing, London, Frankfurt, and Venice. Through various trade shows, a rich variety of events were held: the Global Publishers New Book Promotion Conference, Zhu Yingchun’s speeches, the 2019 London Design Museum’s Bridge of Art exchange meeting, the 2019 Frankfurt Book Fair ARTS+ program, and the 2020 Shanghai Book Fair “Visual: Focus and Temptation Art Design” forum. Through promotion from the the Bridge of Art platform, Mr. Bai Ming’s three ceramic works are in the British Museum’s permanent collection. And in the London Design Museum’s Bridge of Art exchange, the “Publisher + Exhibit + Exchange meeting” showcasing Chinese art and design was widely praised. Bridge of Art has facilitated significant and lasting exchanges of Chinese and western cultures.

In the area of industrial transformation, the Bridge of Art has explored further areas of growth. In March 2021, the “Bridge of Art” space was inaugurated in Shanghai, featuring the art design books, literary and artistic products, the print and electronic, and a café. It combined the physical experience of an art gallery with a bookstore, supplemented by the online and offline sales.

Over the past five years, the Bridge of Art platform has achieved the consolidation of brands and extended its traditional publishing expertise to other industry. Its internationalization has transformed and upgraded the publishing industry.

In terms of going global, apart from the Bridge of Art, what are the other important brands and products from the Guangxi Normal University Press?

In recent years, the brand building of our press has been steadily advancing, becoming increasingly stronger and richer. In terms of going global, the brands are focused on the two directions of art design and children, so in addition to the Bridge of Art, we have the Magic Image and Mystery Island brands.

In 2015, our press launched the children’s book brand Magic Image, for ages 0-14 years. The brand motto is “read for you and allow love to become magic!” The brand has extended the cultural heritage of the publishing house and entered the field of children’s book publishing with unique and high-quality products. At present, Magic Image maintains copyright cooperation with more than 20 countries and regions, and it includes global or Chinese copyright of more than 100 individual titles. The brand is present in key overseas markets, including Croatia, Malaysia, Japan and others. It has established a joint publishing platform across China, Japan, Malaysia, and Croatia. The result of the first joint publication project Wrong? has been published in multiple languages.

Also in 2015, our press launched the Mystery Island brand, with the purpose of “growing with children” and the mission of “introducing reading to the world’s youth and publishing original, high-quality books.” The Mystery Island product line incudes mainly adolescent literature, youth science education books, illustrated children’s books, youth sports books, and parenting books. So far, copyrights to over 50 Mystery Island children’s books have an export agreement in place. For example, Liu Cixin’s scientific fiction series for youth has been translated into nine languages, including English, Korean, and Vietnamese. Rights deals have been sighted in India, Korea, Vietnam, Indonesia, Pakistan, Sri Lanka, Kuwait, Hong Kong, China, and Taiwan of China.

Guangxi Normal University Press held the launch ceremony of its Original Chinese Illustrated Book International Course for children at the 28th Beijing International Book Fair in September. Why did you plan the project? What are your implementation plans for the future?

Illustrated children’s books are widely accepted and used worldwide, and the concept of reading education with illustrated books is accepted globally. Using Chinese illustrated books as language teaching resources are more easily accepted by Chinese families and educational institutions both at home and abroad.

Using illustrated books to improve reading skills has gradually increased the market acceptance in the ASEAN countries. Chinese education for children abroad (aged 3-6) is mainly carried out by the family, and for parents, a wealth of structured learning materials and guidance for education their children is essential for success. For Chinese teaching institutions abroad, language education urgently requires systematic and standardized curriculum, as well as teaching materials and methods that embrace hybrid learning environments.

Based on the experience of Guangxi Normal University in the field of education and teaching, and of our press in the field of publication and dissemination, the press has developed the Original Chinese Illustrated Book International Chinese Course for children aged 3-6 years based on this age group’s educational needs. The project was jointly developed by the press and the International Cooperation and Exchange Office of Guangxi Normal University. It uses several Magic Image brand titles, including 123, Going for Walk, One Day, The Lunar Twelfth Month Song, In the Mountains, Diandian’s Summer, and others. The course includes four teaching modules: illustrated books, audio, animated video, Chinese teaching and cultural outreach. The curriculum resources can be used both as a model for teachers and parents.

After the publication of course, materials will be sent to institutions such as overseas Chinese companies, the Confucius Classroom, and the Three Language Language International School,
to further promote the dissemination of Chinese culture abroad in the field of education for children.

Creating a Good Example

At different times, there are also different opportunities and challenges for going global. Can you give us the road map of branding strategy to go global for Guangxi Normal University Press?

For Guangxi Normal University Press, going global is both a forward-looking and challenging strategic choice, and a natural requirement for internal development. Judging from the press’s development over the past 35 years, Guangxi Normal University Press has undergone two stages: from the small city of Guilin in Southern China to Beijing, Shanghai, Shenzhen and other Chinese development fronts; and from China to international development in places such as Melbourne, London, and New York. The press is focused on going global with its products and copyrights, going global of enterprises and capital, and going global of services and creativity. There are a few different exploration phases for our press to go global.

Going global of products and copyright is the basic way for publishing houses to begin their international development. And event today, it remains an important aspect of our press going global. Our press combines the export of books with the export of copyright, and relies on the “Classic China International Publishing Project” and other projects and platforms to vigorously promote the going global of books with Eastern wisdom, Chinese taste, Chinese academic characteristics, and innovative spirit. Every year, hundreds of high-quality books are purchased by overseas libraries. The Oriental Wisdom Series planned and published by our press includes dozens of Chinese classic books, including Analects and Students’ Rules, translated into eight official languages of the 10 ASEAN countries. It has become a typical example of the “One Belt and One Road” cultural exchange and dissemination.

According to the 2021 Study Report of Influence of Chinese Books Housed in Overseas Library, our press has entered top 20 of Influence of Chinese Books Housed in Overseas Library. Our press has become one of the best represented Chinese cultural publishing houses in overseas libraries. In exploring further ways of going global, we realize that to truly enter international mainstream culture and to achieve efficient cultural exchange and dissemination, we must have our own effective channels and platforms. Since 2014, our press has actively promoted the going global of companies and capital. We have bought the famous architectural, design publisher, Images Publishing Group in Australia, and the UK art and design book publisher, ACC Art Books. We have set up branches in Malaysia, Tokyo, and Macau. The Magic Image brand has also set up a subsidiary in Croatia, forming a basic international development strategic framework, and has built a more mature and complete transnational publishing industry chain. These initiatives realize the “integrated” resource distribution of global brands, content, channels, manpower, funds, and resources to form a collaborative and operating model at home and abroad. Our press has provided a “good example” for the going global for other Chinese publishing houses.

Based on overseas acquisitions and strategy, we have taken another step forward, actively integrating domestic and foreign resources, and exploring the development model of “resources platform, platform product and product marketing.” We have jointly launched the Bridge of Art for cross-border art and culture exchange, and we have explored the going out of publication services. The Bridge of Art platform, officially launched in 2016, is not only showing China to the world, but also enhancing the integration and mutual understanding of art worldwide. The Bridge of Art was selected for the 2019-2020 National Cultural Export Priority Project. It provides a shared bridge and service for Chinese publication creativity, and promotes international exchange and dissemination Chinese culture.

Guangxi Normal University Press has established its own circle of friends in Europe, America, ASEAN countries, and other parts of the world. What cooperations are in place and in development?

The goal of going global
is to make publishing and its channels, content, design, and logistics more international. The challenge to the foreign development of China’s publishing enterprises is the lack of thinking and design for overseas development and overseas products. To overcome this difficult problem, we are working in target markets and transitioning away from the piecemeal pattern of copyright trade and instead forming cooperations with overseas businesses across four continents.

In terms of the cooperative approach, I think it can be seen in two dimensions.

One dimension is based on overseas acquisitions. Our acquisition is not expansion through merger and acquisition but rather a combination of superior resources. After the acquisition, overseas brands and teams continue to be retained. We have set up specialized teams in Shenyang and Shanghai to conduct business with our overseas businesses, and the two “localized” teams have developed a cooperative model for the integration of two markets and two types of resources. The cooperative development model of dual localization retains the advantages of both organizations. The core of this cooperation model is “synergies” that can produce the effects of coherent development.

Guangxi Normal University Press has conducted positive exploration and innovation in going out of publishing and distribution projects. Please share the valuable experience of your press and some relevant cases.

After the completion of two overseas acquisitions, Guangxi Normal University Press has integrated and optimized the advantages of the overseas strategy. Through the “dual localization and integration” model, the domestic and overseas teams have formed a basic model of synergistic and innovative development and have created the Bridge of Art platform. Based on this, we explored the new model of international publication and distribution of publications in both Chinese and English. The advantages of brands and resources, and channels at home and abroad are combined, and team advantages are mixed. The two editorial teams at home and abroad have achieved seamless interfaces from the selection topics planning, editing essays, packaging and frame design, and they have established a complete product line of art and design books, covering architecture, landscape, indoor design, graphic design, industry, and fashion.

The Beauty of Guesthouses is a typical example from the Bridge of Art platform for integrated publication at home and abroad. In 2016, the potential of domestic and foreign cultural travel markets was unlimited, and consumers were more inclined to choose personalized, non-standard accommodation and to pay more attention to the extension of the experience outside accommodation. Moreover, guesthouses are also an important vehicle for the rural tourism industry and are an effective way to promote the revitalization of the countryside. The domestic team of our press has taken into account the vast market space of guesthouses and has proposed the topic of “civilian accommodation”. The overseas companies are also very interested in this topic and finally made a decision to promote The Beauty of Guesthouses. Now it seems that even though the long line tourism has cooled and the tourist travel path has narrowed, the residential holiday is still of continuing value and interest internationally.

The domestic team has deepened communication with the Australian Image Publishing Group, establishing a content system and standards. The domestic team collected essays globally through the Internet, and the Australian team was responsible for design and editing. The English version of the book is published by Images Publishing in Australia, and ACC Art Books in the UK is responsible for global sales. The Chinese version of the book is published and sold by Guangxi Normal University Press. The high standard of topic selection is working and has enabled The Beauty of Folklore series to obtain the ideal marketing performance both at home and abroad.

Working together on The Beauty of Guesthouses has brought the domestic teams closer to our overseas companies and helped jointly established our “Domestic and Foreign Integration Publishing Platform”. Starting with The Beauty of Guesthouses, the domestic and foreign teams have worked hard to expand the scope of the topic selection for future projects to be published both at home and abroad. At the same time, the domestic team has endeavored to export excellent Chinese culture to the overseas countries. The integrated publication at home and abroad has accelerated the brand strategy of the Bridge of Art and has opened a new opportunity for the Chinese art design and culture to go global.
Digital Publishing: Zhejiang University Press Learns From and Shares With the World

By Xu Qian

Zhejiang University Press was established in 1984. It is a first-level national publishing house in charge of the Ministry of Education and sponsored by Zhejiang University. It publishes various books, periodicals, electronics, audio and video, and digital publications, covering many disciplines such as science, engineering, agriculture and medicine. Zhejiang University Press implements the strategy of “quality, digitization, and internationalization”, focuses on academic publishing and educational publishing.

In terms of high-quality publishing, Zhejiang University Press has accumulated rich experience in undertaking national key publication planning projects at all levels, national ancient book compilation and publication planning projects. Funding projects, like the National Science and Technology Academic Publication Fund, and the National Publishing Fund, has greatly improved the planning and implementation capabilities of the Zhejiang University Press. In recent years, the press has been rated as one of the “Top 100” publishing companies in the country and the advanced publishing unit of the 4th and 5th China Publishing Government Awards.

In 2005, the Zhejiang University Press launched the national cultural publishing project of the Classical Series of Chinese Paintings in All of China’s Dynasties. It is by far the most comprehensive collection, and includes the most authentic image records, the highest printing quality, and the largest publication of Chinese paintings compared to other, similar publications. The images in the collection have been curated by important cultural institutions in the world, such as the National Library of China, UNESCO, the Library of Congress, the British Library, the National Library of France, and the National Library of Berlin in Germany.

Since 2009, Zhejiang University Press has 29 projects funded by the National Publishing Fund, and 17 of them have been published so far, including Complete Collection of Paintings in the Ming Dynasty, Zhejiang She Ethnic Group’s Document Collection: Wencheng Volume, Dunhuang Painting Research, and Smart City Industry Development and Study on Big Data Strategy. Atlas of Chinese Palaeozoic Stratigraphy and Symbolic Fossils has been accepted as part of the funding project.

The internationalization of Zhejiang University Press’s journals is also accelerating. The cluster construction of academic journals of Zhejiang University was launched in 2016, mainly relying on the expertise and faculty at Zhejiang University to achieve a high level of internationalization and disciplinary influence.

As of September 2021, there are 30 cluster academic journals, 17 English science and technology journals, 10 Chinese science and technology journals, and 3 humanities and social science journals. Nearly 20 English
publications are published in cooperation with well-known international publishers, such as Oxford University Press, Elsevier, Springer Nature, IET, Wiley, and others. These partner publishers are responsible for overseas publishing and distribution, the indexing, and promotion of overseas well-known databases.

In addition, the cluster supports open access. In recent years, new journals have mostly adopted the OA publishing model. Among them, 8 journals are included by SCIE (1 in Q1, 5 in Q2), 4 are included by EI, and 5 are included by IM; the three core Chinese journal databases have included multiple journals from Zhejiang University Press. The journal cluster has an international journal editorial board, reviewers, and authors. A large, high-level international editorial board team composed of 131 Chinese academicians of the Chinese Academy of Sciences, 29 foreign academicians, and more than 1,000 young and middle-aged scholars has provided strong academic support for cluster journals. Among them, the proportion of overseas editors is about 50%, the proportion of overseas reviewers for the English edition of the journal is more than 70%, and the proportion of overseas submissions is about 20%.

In terms of digitization, Zhejiang University Press is committed to the publishing of high-quality academic products, actively exploring new modes of integrated publishing, focusing on digital reading, digital academics, digital education, and digital culture. It has created a new form of “Cube Book” teaching materials and media publishing platform, the “Seeking Truth” textbook app and the “CNSPOC” online course cloud publishing platform. It has been rated as a national digital transformation demonstration unit.

In terms of internationalization, Zhejiang University Press actively implements the national “going out” policy, mainly focusing on copyright affairs, “going out” project declaration and management, and international cultural publishing activities, international book copyright trade, journal database export, physical book export, and agency service trade, which have made achievements. Zhejiang University Press actively expands overseas business, carries out copyright trade, and establishes strategic partnerships with many internationally renowned publishing companies including Springer Nature and Elsevier; it has been rated among Top 10 enterprises with overseas influences in terms of collections of Chinese books for consecutive years, and key national cultural export enterprise.

The guidelines and roadmap for the internationalization of Zhejiang University Press are as follows:

Establish high-level international cooperation relations, and achieve high-end breakthroughs in “going out” work. Relying on the advantages of Zhejiang University’s “double first-class” disciplines, this press has been cooperating with world-class publishing institutions such as Elsevier, Springer Nature, Cambridge University Press, and others, conducting in-depth and comprehensive promotion of projects including Chinese Academic Foreign Translation, Zhejiang University Quality Academic Works Foreign Translation, Zhejiang Academic Works Foreign Translation Project, and other high-end quality academic works. The English version of “Liangzhu Civilization Series (11 volumes)” will be published in cooperation with Springer. In addition, Artifacts and Kingship: Liangzhu Culture Jade and Why Liangzhu Culture will be published in Russian with Moscow University Press, which further expanded the international cultural dissemination of the five thousand years of Chinese civilization. This year, Cambridge University Press co-published China’s Early Modern Economy: The Yangtze Delta in the 1820s and Rumors of the Han Dynasty, which were selected into the Cambridge Chinese Library.

Internationalization and “going out” of science and technology books is also speeding up. On the one hand, the press continues to consolidate cooperation with Springer Nature and Elsevier. The China Science and Technology Progress Series jointly published by Zhejiang University Press and Springer Publishing Group has been downloaded more than 1.3 million times. Original English content by Chinese scientists, involving engineering, computer, chemistry, biology, blockchain and other hot fields, has been included in well-known databases such as Scopus, and Scimago, and has achieved greater international influence.

Zhejiang University Press has also established partnerships with long-standing and prestigious publishing houses and scientific research institutions such as the French Scientific Press, the Scientific Press of the Russian Academy of Sciences, and the Ministry of Transport of the Russian Federation. The Russian version of China’s High-Speed Technology has been exported to the Transportation Education and Teaching Center of the Ministry of Transport of the Russian Federation. The book will become a textbook for Russian research institutions to learn about China’s high-speed rail technology and share Chinese wisdom and Chinese plans with the world. The English version of the book also won the Fifth China Publishing Government Award Nomination Award.

At the same time, they also seek new partners along the “Belt and Road”, and cooperates with more than 10 national publishing houses in Italy, Romania, Armenia, and other countries. China’s Golden Nails, China Smart City Series (14 volumes), China’s Basic Research Report, China’s Artificial Intelligence 2.0 Development Strategy Research, and other outstanding scientific and technological works that represent the frontiers of China’s innovation are published and promoted in countries along the “Belt and Road”.
Respond to the “One Belt One Road” initiative, and tell the stories of China to the countries along the “One Belt One Road”. In recent years, on the basis of the current languages and publishing houses along the Belt and Road, Zhejiang University Press has further strengthened cooperation with national publishing houses along the Silk Road. Partners and output languages have continued to expand. At present, the output involves 20 languages in 22 countries and regions. The output content is mainly specialized books and Chinese cultural books. The press has reached cooperation intentions with publishing houses in France, Japan, Switzerland, Tanzania and other countries for the first time. This year, the press has exported Extraordinary Chinese Painting History, Alternative Tang Dynasty: Analyzing History with Food in Albanian, Silk Road History (Sea Silk Roll) in Lithuanian, Belt and Road Dispute Settlement Mechanism in Serbian, and Silk Road History (Hair Silk Volume) in Tamil. Other languages have also been reached through copyright export project, and cooperative publishing houses include Fannoli in Albania, Lithuania Zandalis in Lithuania, Academic Thinking in Serbia, and Sandaka in Sri Lanka.

By “going out” with basic education textbooks, the press opened up cooperation with African countries. In 2020, Zhejiang University Press and the African Education Press jointly bid for the national textbook project of the Ministry of Education of Cameroon, Africa. The Kindergarten Picture Book (grades 1 and 2) won the bid. The first printing and export volume of the two books totaled 368,000 copies, becoming the Education Ministry’s only designated national teaching materials and entered the national education system.

In addition to co-publishing, Zhejiang University Press also undertakes diversified services such as textbook design, typesetting and processing, agency printing, and export, and actively expands service trade cooperation opportunities in international publishing exchanges. The French version of the textbook will influence 26 French-speaking countries in the future, and it will have a great influence.

Direct dialogue with overseas sinologists to establish an overseas translator resource bank. The Zhejiang University Press attaches great importance to establishing contacts with overseas sinologists, and is gradually building and enriching its Overseas Translator Resource Bank. At the same time, with Zhejiang University’s School of Foreign Languages and other departments are jointly building the Chinese Translation Center and set up a “seeking truth translation department” to strengthen the quality of translated content. It set up an English Writing Center with the School of Foreign Languages of Zhejiang University to establish a strategic partnership, focusing on book translation, academic conferences, and lectures, while further controlling, improving and optimizing the quality of translations. This new center provides opportunities for potential young translators to continuously learn and improve their translation skills and to train high-quality translators.

“Foreigners Writing China” is also the key direction of international publishing for Zhejiang University Press. At the beginning of the pandemic, the Zhejiang University Press, together with an Italian sinologist, planned and wrote the book Same Fate: China and Italy Fight the Pandemic Together and communicated with the “Italian China Belt and Road Cultural Exchange Cooperation Center” through an online Zoom conference to publicize the planning and publication of the book to the Italian people and journalists, which aroused strong responses in both China and Italy.

The press also invited the Italian translator and sinologist Giorgio Casacchia to translate the Italian version of The Travels of Xu Xiake. In 2020, recommended by Zhejiang University Press, Casacchia won the 14th China Book Special Contribution Award. The Italian edition of Annotation of the Book of Songs edited by Casacchia was awarded the key translation project of Silk Road Book in 2021.

In addition, in cooperation with American authors Kevin Smith, David Pickus, British author Nicholas Crime and so on, it has successively published Kentucky Azaleas, or How to Dig a Hole from US to China, Postcards from China: Travels along the Grand Canal, Through Wuzhen. to China: An Englishman’s Journey and The Evolution of a Chinese Halfpenny and other books. These books all use “small” stories as the starting point to show “big” stories of China, and strive to show the real, objective, three-dimensional and comprehensive China.
Beiyue Literature & Art Publishing House: Innovative Development of Chinese Culture

By Zhang Aining

Beiyue Literature & Art Publishing House was established in 1984 and is a member of Shanxi Publishing and Media Group. Its main publishing directions include Chinese and foreign literary classics, literary theories, literary criticism monographs, works of writers from the province, and excellent ancient literary works.

According to Guo Wenli, president and editor-in-chief of Beiyue Literature & Art Publishing House, the publishing house is well-known in the field of literature and art publishing and traditional culture publishing. In terms of literature and art publishing, this publishing house has blossomed in the fields of poetry, prose, novels, literary criticism, reportage, and long-form essays, forming a specific product structure and brand influence. It successively published “Wang Yao Collection” (7 volumes), “Gao Changhong Collection” (3 volumes), “Zhang Henshi Collection” (61 volumes), “Shen Congwen Collection” (32 volumes), “Zhao Shuli Collection” (6 volumes), and other large-scale book projects which are quite influential in the industry. In addition, “The Complete Works of Jia Zhifang” (10 volumes) and “The Collected Works of Wang Furen” (8 volumes) were both selected for the 2019 National Publishing Fund Project.

In the field of traditional culture publishing, Beiyue Literature and Art Publishing House has deeply explored traditional Chinese culture, focusing on researching and planning topics around Chinese classics, Chinese opera, and other fields. It has successively launched “Excellent Chinese Traditional Cultural Education: Classic Recitation” (24 volumes), “Shanxi Local Opera: Inquiry Learning Reader” (3 volumes), “Shanxi Local Opera Reader” (4 volumes), “Guo Hancheng Critic Biography” and other excellent books that showcase national culture and promote traditional culture. This focus on excellent Chinese culture plays an important role in promoting the creative transformation and innovative development of traditional culture.

Among the highlights which was independently planned by Beiyue Literature and Art Publishing House, “Excellent Chinese Traditional Cultural Education: Classic Reading” has generated one-third of the operating income for the company.

At the same time, Beiyue Literature and Art Publishing House in recent years has also planned a series of high-quality books, on original literature and art, for which the company is so well known. The new series aims to provide readers with warm, in-depth literary books that use the spirit of realism and romanticism to observe real life, closely follow the trend of the times, reflect the concerns of the people, and are full of compassion for the fate of the characters. This publishing house has published “Lovers in the Sky”, Jiang Yun’s “Clouds on the Waterfront”, Xu Xiaobin’s “Entering the Play”, Ye Zhou’s “Can You Hold This”, Qiu Shanshan’s “Out of Control”, Hu Xuewen’s “ Dragon Gate”, Yao Emei’s “Two Chinese Pepper Trees”, Zhang Xuedong’s “Archimedes’ Law”, Yin Xueyuan’s “Penicillin”, Lu Xin’s “One Spring and One Summer”, Xiao Kefan’s “Heavenly Guest” and other books.

In terms of “going global”, according to Bo Yangqing, the trade commissioner of Beiyue Literature and Art Publishing House, since 2019, Beiyue Literature and Art Publishing House has exported more than 20 copyrights each year. Among them, the copyright of “Book of Two Places” was exported to Britain, France, Russia, Italy, Arabia, and other countries and regions. “Book of Two Places” is an anti-pandemic literary work. Through the traditional form of letters, the book presents richly touching stories of ordinary heroes such as the medical staff, construction workers, community workers, catering service personnel, and volunteers fighting the pandemic in Wuhan. The book is divided into 20 themes, handwritten by 20 filmmakers, and includes innovative use of AR technology such as QR codes so readers can watch supplemental videos.
Children’s books have always been the most creative and imaginative book sector. In recent years, many famous and internationally renowned writers have begun to create children’s books, bringing refreshing and wonderful works to the world. The latest picture book published by the 21st Century Publishing Group, A Rope, was created by China’s first international Hans Christian Andersen Prize winner Cao Wenxuan and the famous illustrator Yu Rong. Big Wind was created by the Nobel Prize-winning author Mo Yan and the famous illustrator Zhu Chengliang. These two unique picture books are strong collaborations between top writers and illustrators, will surely bring a strong “Chinese style” to the Frankfurt Book Fair.

**The World Strung on A Rope**

There are rich Chinese images in Cao Wenxuan’s writing world. The water towns in northern Jiangsu and all kinds of people and things living here built his waterside writing house. In picture books, Cao Wenxuan has been exploring new expressions. He believes that “the subjects of picture are often things that are easily overlooked. Those things seem insignificant: a feather, a cloud, a gust of wind, a butterfly...what are their meanings? Picture books see that the things earlier works of literature ignored contain infinite meaning. These are the themes and stories of picture books.” It is these nuanced stories and thoughts of universal value that have opened a window for children all over the world to see China.

Now, in his new picture book, Cao Wenxuan pays attention to a rope. When he conceived this story, he linked the meaning of the rope with human history, life, and emotions. When a bunch of hemp became a rope, it began its journey—from the ancient people who used knots to describe stories to the trivial and everyday life of modern people, children’s jokes…and finally burned to ashes and returned to nature. Perhaps, the meaning of picture books is here: to retrieve everything we have forgotten, so that we have a fairer and more complete understanding of the world; through these thin, small, silent things that only enter our vision and soul with difficulty, people perceive the mystery and truth of this world.

The illustrations in A Rope were completed by the famous illustrator Yu Rong. This is her third collaboration with Cao Wenxuan. The previous picture books Smoke and Summer have earned a very good reputation. Rights to these books have been sold.
into eight languages including English, German, and French. Summer and an Amazon US editor’s pick. It has been recommended by many well-known books and magazines including School Library Journal in the United States. But these dazzling achievements made the creation process of A Rope even more difficult. In order to break through her creation, Yu Rong constantly overthrew her creations and went through several drafts. In the end, the author and the illustrator were determined to use a very bold and original design plan: reducing the text, using visual communication, and an illustration of a rope running through the entire book from front to back, lending a visual element to the main theme of the book—a kind of vitality and passion in human society that connects the past and the next. And play is the new energy the illustrator has injected into this book. The many colors of the paper-cut style bring a strong visual impact. Each page has its own careful thoughts, leading readers to play games with a rope quietly. So when children are reading this book, they can even take a rope and play.

**Follow Nobel Prize winner Mo Yan back to his childhood when grandpa was still alive**

Big Wind is based on a short story written by the Nobel Prize-winning writer Mo Yan many years ago. This is the first picture book he has created for children. The story comes from a memory of Mo Yan’s childhood. At that time, his hometown was vast and low-lying, and in the summer there would be large tracts of open land. Once, he followed his grandpa to mow the grass. After cutting the grass for a day, they ran into a tornado after they had tied the grass to the car and walked back. This experience left a deep impression on him, so he later wrote this experience into a short story. He wanted to describe the relationship between man and nature, and through such a description, he wanted to express and shape the image of his grandfather, an old farmer with perseverance.

Through exquisite and beautiful texts and vivid, childlike pictures, Mo Yan presents a confrontation between man and nature, and also a process of the courageous struggle of the grandparents and grandchildren to resist the challenges of nature together. In 2012, Mo Yan won the Nobel Prize in Literature. In addition, he has also won the Mao Dun Literary Award, the Italian Nonino Prize, and many other literary awards and honors.

Transforming Big Wind from a moving short story into a beautiful children’s picture book is due to Zhu Chengliang, a children’s book illustrator with profound artistic skills. His illustrations convey vivid and warm emotions to every reader, which move readers. Zhu Chengliang began to create picture books in the 1980s. He has won the BIB Golden Apple Award, the United Nations Asian Cultural Center “Noma” Excellent Work Award, the Chen Bochui International Children’s Literature Award’s the Writer of the Year and the Book of the Year, and other important domestic and foreign awards. He was also nominated for the Hans Christian Andersen Award for Illustrator Award twice.

The cooperation between the famous Chinese writer Mo Yan and the famous illustrator Zhu Chengliang is a perfect match and a natural fit. Zhu Chengliang feels the time and background of the story, even though he has not lived for a long time in the Shandong Plain area where the story takes place. He has limited knowledge of the local environment, clothing features, characteristics of the characters, and most important, the thatch in the story. In order to make this story true and real, Zhu Chengliang made a special trip to Mo Yan’s hometown, Gaomi, Shandong to take in the scenery. He meticulously depicted the donkey chained in the yard and the big rooster strolling on the street in the story of Big Wind. The delicate and accurate details make the story come to life. They let the readers feel as if they are living in the countryside of Gaomi and experiencing the violent storm in person.

The story of Big Wind is worthy of being on any child’s bookshelf. Written for preschool-aged children, this is an adventure to experience with grandpa. Nature goes from beautiful and magnificent to hideous and thrilling, but as long as grandpa is there, there is no need to be afraid. For older children, they can understand the true feelings of grandparents and grandchildren and see how to overcome unpredictable difficulties and challenges in life.

The two books with very different styles showcase the unique texture and depth of Chinese culture, and there is no lack of childlike fun and vibrance. In the field of children’s books, writing local stories, depicting real customs, and shaping characters with national characteristics can touch children’s little hearts.
Shandong Education Press : Internationalization, Specialization and Digitization

By Bai Hunkun

Shandong Education Press, founded in 1982, is one of the most distinguished publishing houses in China.

It is a “National Copyright Demonstration Unit”, and a provincial “Key Cultural Enterprise”.

It was among the first group of traditional publishing houses that went digital in Shandong Province, and is a model unit in the “Reading for All” campaign in Shandong.

To meet the requirements of the national “Go Global” strategy and the “Belt and Road” initiative, Shandong Education Press has accelerated the pace of internationalization, and has made a series of achievements in international exchanges and cooperation.

Dedicated to telling good Chinese stories, Shandong Education Press has explored deep into the treasures of traditional Chinese culture, and exported the copyright of over 150 books to more than 20 countries including Germany, Australia, Russia, India, South Korea, and Egypt.

The award-winning “Bratislava International Biennale of Illustration” (BIB) picture book series introduced to the Chinese market is the first high-end brand introduced to the Chinese market authorized by the BIB International Committee.

Shandong Education Press has also established overseas copyright platforms to ensure its international operations.

In 2017, ASM Education Publishing Group was established in Melbourne, Australia, and in 2018, the Chinese Literature Editorial Department was set up in Romania.

The establishment of these platforms helps to boost the overseas dissemination of Chinese books.

Moreover, Shandong Education Press has established strategic partnership with internationally renowned publishing institutions such as Macmillan Education.

The integration of international publishing is an important strategic decision for Shandong Education Press based on its current and long-term planning.

Copyright trade, collaborative publishing, overseas author commission and book promotion have pushed the internationalization process to a new height.

Over fifteen publication projects have received translation sponsorship from initia-
tives such as “China Classics”, “Silk Road Fragrant Books” and “China Book International.”

In June 2018, Shandong Education Press received the “Outstanding Contribution Award” by the Chinese Culture Translation and Studies Support Program for its great achievement in the innovation of the discourse system of overseas publishing.

In the same year, it also became a topic recommendation unit for the “Project of Writing on China by Foreigners” named by the “Silk Road Fragrant Books Project”.

The internationalization of Shandong Education Press is based on specialization, digitization, and brand development in publishing.

“Shandong Basic Education Publishing Group” founded by the press has explored 17 subjects and published over 110 national standard course books, which are used by more than 5 million students every year in Shandong, Jiangsu, Yunnan, Guangxi, Sichuan, Shaanxi and so on.

The press puts emphasis on some distinctive fields, including the history of education discipline, original children’s literature by famous writers, and introduced editions of high-end picture books.

More than 1,200 books have been awarded at or above the provincial level, among which 8 books won the “Chinese Government Award for Publishing” continuously for 4 years, 8 publications won the “Chinese Excellent Publication Award” continuously for 6 years, and 7 books were selected as “100 Excellent Publications Recommended to Chinese Teenagers”.

The integration of paper books, E-books and online books has been developed, and personalized digital products have been pushed to end users intelligently.

Professional platforms providing diversified knowledge and service have been built to realize omnimedia development of excellent materials.

4 projects were selected into “National List of Press and Publishing Reform and Development Projects “, including “Online Hierarchical Adaptive Cloud Platform for Teaching Evaluation Service”.

The cartoon “The Appointment at Liugong Island Marine School” won the 6th “Chinese Excellent Publication Award for Video Game Publication Nomination”.

The website of Shandong Education Press has been evaluated as “National Excellent Press and Publishing Website” continuously for 3 years.

The website of the press has also been selected 3 times as “National Excellent Digital Education Platform for Press and Publishing”.

Aiming to serve school students, the audio book publishing and reading platform has developed and pushed many audio books which could bring the audience new audiovisual enjoyment.

It was evaluated as “Innovative Project of Digital Publishing in 2018”.

The press has built the broadcast-level HD digital virtual studio, providing great multimedia resources for digital publishing.

Looking into the future, Shandong Education Press will drive its development with innovation, build its brand with quality and win its future with talents.

With these efforts, Shandong Education Press endeavors to build a first-class educational publishing enterprise with omnimedia publishing industry and great market influence to meet the requirements of educational modernization.
Woye Children’s Books: “Children’s Book Kingdom” in China

By Zhang Aining

Woye Children’s Books is a brand established by the Beijing Branch of Jiangxi Universities and Colleges Press, that is, Beijing Oriental Woye Culture Communication Co., Ltd. In the fifteen years since its establishment, the Beijing branch team has worked hard with the goal of building a “children’s book kingdom” in China, and it has gradually developed toys, picture books, preschool education, encyclopedias and other products, and published a number of best-selling and influential works. At present, Woye has released more than 2,000 products, and many books have been recognized and recommended by industry awards and professional book recommendation agencies. These books cover all age ranges for children, and many are original works.

Woye Children’s Books first exported copyright in 2007. Currently, nearly 700 types of copyrights have been exported, and more than 60% of original books' copyrights have been exported overseas. Among them, the series of books such as “Dense Family Love” and “Naughty Bao Mingyi” achieved copyright output before they were published. Jiangxi Universities and Colleges Press has always attached great importance to the copyright trade, and the scale of its copyright export has been among the top in Jiangxi Province for many consecutive years. It won the first copyright export award of Jiangxi Province.

According to Zhao Na, director of the New Media Department of the Beijing Branch of Jiangxi Universities and Colleges Press, the copyright of the “Naughty Bao Mingyi” series published by Woye Children’s Books has been exported to Kim Dong Publishing, the largest children’s book publisher in Vietnam, which has had a very wide range of international influences. Kim Dong Publishing has won six national first-level commendations, three prime minister awards, and has won nearly a hundred different domestic and foreign awards. It has a loyal and strong readership in Vietnam. After the publication of “Naughty Bao Mingyi”, it received great attention and extensive coverage. As a bestseller and key book, this series has received rave reviews in the Vietnamese market, has always dominated the “Hot Search List”, and at once became a phenomenon-level, high-quality children’s book.

When a Vietnamese kindergarten teacher saw such an excellent picture book for children’s health, the teacher expressed to the publisher admiration this series and bought one set of “Naughty Bao Mingyi” for every class in the kindergarten. Vietnamese publisher Bui Tuan Nghia said that this series of books not only allows children to learn knowledge, but also allows parents to understand a simple truth: the best love for children is to give them proper education.

In addition, Woye Children’s Books has also made great achievements in pop-up books. It has published “China Original Panoramic Pop-up Books”, including three sub-volumes: Our New Year, Goodbye Dinosaurs, and Underwater World. This set of panoramic science pop-up books is suitable for children over 3 years old to read. These books offer a three-dimensional structure, which can be rotated 360 degrees, and they become a round lantern shape when opened. Each scene is designed with meticulously crafted hollow paper art, which stimulates children’s imagination and generates interest in reading and a desire to explore nature.

In the future, Woye Children’s Books will “adhere to original creation and create high-quality products”, and at the same time further expand the territory of the foreign trade of books’ copyrights, so that more Chinese original and excellent children’s books will be seen by the world.
"Say ‘No’ Loudly" Picture Book of Anti-bullying Series (8 volumes in total)
Ages 3-6
The first set of original bullying-themed picture books in China, compiled by senior preschool education experts, let children bravely say "no" to bullying!

"Boy's Three-dimensional Paper Magic Workshop" (8 volumes in total)
Ages 3-6
There are up to 12 car models in a single volume, which is three-dimensional and convenient, and does not need scissors, and is do-it-yourself, simple and fun.

"Naughty Bao Mingyi: Self-Protection" Picture Book for Cultivating Safety Awareness (6 volumes in total)
Ages 3-6
This book is a set of picture comic books on the theme of self-protection to educate children to raise their awareness of self-protection and stay away from accidental injuries.

"Story of Life: Strong Family Love" series of picture books (6 volumes in total)
Ages 3-6
A set of warm life education picture books is created to make children realize the greatest affection in life, and let them know how to be grateful and learn to love! Strong family affection, warm love!

"I'll Protect You" (10 volumes in total)
Ages 3-6
The most comprehensive anti-infringement theme picture book, care for your child’s healthy and safe childhood!

"China's original panoramic pop-up book: Our New Year"
Ages 5-12
A Chinese original panoramic three-dimensional Chinese New Year picture book that integrates viewing experience, interactive games, and reading collections.

"China's original panoramic pop-up book: Underwater World"
Ages 3-up
Take the children into the underground 10,000 meters in the ocean, from shallow sea to deep sea, using three-dimensional structure to tell the secrets of marine life.

"Baby's Visually Stimulating Bed-Hanging Book" (4 volumes in total)
Ages 0-1
The bed hanging book stimulates babies' vision, Babies turn around, and take a book, their vision are stimulated, and their intelligence soars!

"Tommy Kitten" (10 volumes in total)
Ages 0-3
This is a book for "social enlightenment and quality development" targeted for 0-3 year-olds. The stories revolve around the Tommy Kitten and his friends.

"Chinese Original Panoramic Pop-up Book: Goodbye Dinosaurs"
Ages 3-up
From the Triassic, Cretaceous, Jurassic to the extinction of dinosaurs, children to the kingdom of ancient creatures and explores the secrets of dinosaurs.
Guangxi Education Press: Publishing Foreign-Language Dictionaries to Build a Bridge of Cultural Communication

By Kang Zhihuang

The dictionary is a scientific and authoritative explanation and summary of the scientific and cultural knowledge and experience of mankind at a specific point in time.

As an important indicator of the economic and cultural development of a country, dictionary publishing has important guiding significance for scientific research, teaching, and production services. As an indispensable part of this publishing sector, dictionaries in foreign languages play an important role in cultural exchange. Guangxi Education Press, located on the border of China, has built a bridge of cultural communication with Southeast Asian countries through the publication of dictionaries in recent years, and its dictionaries series have also become a bright spot in the publishing market.

Conception and Realization of Dictionary Product Line

In 2004, the first China-ASEAN Expo was held in Nanning, Guangxi, and it was announced that this event would permanently settle in Nanning. Under this historical opportunity, Sun Mei, vice president of Guangxi Education Press at that time, had a foresight to see the publishing prospects of ASEAN countries in related fields of language and culture.

Guangxi Education Press is located on the southwest border of China, and does not dominate in terms of resources and conditions. However, from the perspective of the overall environment, the exchanges between China and Southeast Asian countries have a long history. In particular, the construction of the China-ASEAN Free Trade Area has further enhanced the degree of openness between China and ASEAN countries, and the win-win economic development has greatly promoted exchanges and cooperation in culture and education. With the increase in exchanges between countries, the role of language dictionaries, as an important tool for communication and dissemination, has become increasingly prominent. In this context, the creation of language dictionaries for ASEAN countries provides people with bridges for language exchanges, cultural dissemination, economic and trade exchanges, and conforms to the trend of the times. At the same time, the annual China-ASEAN Expo and the China-ASEAN Business and Investment Summit have provided a good opportunity for the culture of China, especially Guangxi, to go out. Guangxi Education Press has unique location advantages and humanistic advantages in compiling and publishing dictionaries in languages of Southeast Asian countries.

Under such a background and with unique advantages, in 2004, under the leadership of Sun Mei, the planning of the “Language Dictionary Series of Southeast Asian Nations” began.

But planning and vision need to be rooted in reality. In China and Southeast Asian countries, there is an extreme lack of bilingual dictionary talents who are proficient in both Chinese and the target language, and there are many other uncertain factors. Chen Wenhua, director of the dictionary department, says, “it was hard to conduct a lexicographic compilation and publication plan for languages in Southeast Asia.” To make a good dictionary, two factors must be
considered before the start of the project: one is the market demand and the publication of similar products on the market; the other is the maturity of bilingual talents. Only by understanding these two aspects can you decide which language and scale to make a dictionary.

When initially planning the “Language Dictionary Series of Southeast Asian Nations”, we discovered through research that China and Vietnam had very close economic and cultural exchanges at that time, and the population of Vietnam was not small. However, large and medium-sized comprehensive dictionaries in both Vietnamese and Chinese were still lacking in the market. At the same time, Guangxi Education Press has certain inherent advantages in compiling Vietnamese-Chinese bilingual dictionaries: first, it can rely on the faculty of the “non-universal language undergraduate talent training base of the Ministry of Education”—the Southeast Asian Language and Culture College of Guangxi University for Nationalities; second, Guangxi and Vietnam share a border and there are many overseas Chinese who have returned from Vietnam due to historical reasons. With this geographical advantage, high-level overseas Chinese experts and Vietnamese experts can be invited to cooperate; third, there are now three generations of Vietnamese and Chinese bilingual talents. Therefore, Guangxi Education Press listed the compilation of large and medium-sized comprehensive dictionaries for Vietnamese-Chinese bilinguals as the first choice, and it took more than ten years to create the “New Vietnamese-Chinese Dictionary” and “New Chinese-Vietnamese Dictionary” which were selected into the National Publishing Fund Project, which were the heavyweight dictionaries, and a small comprehensive dictionary “Practical Vietnamese-Chinese-Chinese-Vietnamese Dictionary”.

In addition to the advancement of the Vietnamese dictionary project, the Thai dictionary is also gradually being developed. With the steady development of Sino-Thai relations, Guangxi Education Press investigated the publishing situation and market demand of Thai dictionaries and found that there is no comprehensive Chinese-Thai dictionary in China. The only Thai-Chinese dictionary is outdated, and thus its content doesn’t meet the needs of today’s readers. After working hard to win the willingness of cooperation from leading experts in the Thai language community such as Pei Xiaorui and Xiao Shaoyun, the Thai dictionary was included in the publishing plan. Later, the “New Chinese-Thai Dictionary”, which was highly praised by Princess Sirindhorn of Thailand, was successfully published and the “Modern Thai-Chinese Dictionary” was selected as a national publication fund project.

“In the process of shaping the product line of dictionaries, ‘design and planning’ and ‘adjustment and accumulation’ are not mutually exclusive, but mutually reinforcing,” Chen Wenhua concluded.

The Growth and Persistence of Dictionary Editors

The compilation and publication of dictionaries in languages of Southeast Asian countries is inseparable from professional and practical editing. The threshold of language has high professional requirements for editors, and the successful promotion, publication, and dissemination of a comprehensive dictionary requires highly skilled editors. From the start of the plan in 2004 to the publication of the Southeast Asian-language dictionaries in 2011, the hard work and perseverance of dictionaries editors were inseparable.

Compiling dictionaries requires authors and editors to gradually accumulate experience through training and practice. When the “New Vietnamese-Chinese Dictionary” project just started, the field of large and medium-sized comprehensive Vietnamese-Chinese bilingual dictionaries in the country was still in a blank state. There was an extreme lack of materials and methods that could be used for reference. Authors and editors don’t know how to start. In order to solve this problem, the publishing house has invited senior experts who had compiled English dictionaries and dictionary experts from Vietnam to train authors and editors so that everyone could learn and master the principles and methods of bilingual dictionary compilation. Thus, the compilation of the “New Vietnamese-Chinese Dictionary” can be started smoothly. The editors and authors “integrate and grow together” and this has also become an effective way for Guangxi Education Press to cultivate dictionaries talent resources.

When the compilation work of the “New Vietnamese-Chinese Dictionary” entered a critical stage, due to the lack of experience, some of the authors had different opinions, which caused the compilation work to fall into a state of difficulty verging on stagnation. Sun Mei, who was anxious about this, unfortunately suffered serious injury to the cervical spine due to an accident at this time, and the doctor ordered him to stay in bed for 3 months. However, in order to make the editing work go ahead smoothly, Sun Mei kept calling the authors from the hospital bed, mobilizing and persuading the authors, coordinating the relationships, solving problems, arranging various tasks, reviewing the manuscripts, constantly revising and putting forward suggestions, and so on. Her stubborn persistence and selfless dedication have also greatly influenced other editors on the team. Nobody is afraid of challenges, hardships, and hard work, trying to overcome various difficulties, and the editing work can proceed smoothly. Later,
the “New Vietnamese-Chinese Dictionary” was successfully published and won the Nomination Award of the Third China Publishing Government Award Book Award. As the first comprehensive Vietnamese-Chinese bilingual dictionary published in China since the reform and opening up, it has filled the gap in the market. Since its publication, it has sold well for many years and has been reprinted several times. It has won unanimous praise from users and good economic benefits.

At present, there are three on-the-job editors in the dictionary department of Guangxi Education Press. Sun Mei is the special planner and consultant. In addition, it also has a strong team of external experts from domestic and foreign universities, scientific research units, radio and television stations, foreign affairs units and other institutions, who have all greatly enriched the power of compiling and publishing dictionaries. Zhu Tao, the editor of the dictionary department, said, “We have also received long-term internships from college students majoring in related languages such as Guangxi University for Nationalities and Guangxi University of Foreign Languages. Their participation can help us effectively check and verify relevant information. Our editors and consultants not only participated in the editing and processing of manuscripts but also conducted project management. Forces from inside and outside the press work together in a multi-pronged effort to guarantee the creation of high-quality dictionaries.”

The Past, Present and Future of Dictionary Publishing

For more than ten years, Guangxi Education Press has focused on the field of language dictionaries in Southeast Asian countries, creating these dictionaries from scratch. The publisher has gradually expanded, refined, and strengthened its dictionary product line. In the long-term process of building a series of language dictionaries for Southeast Asian countries, we have accumulated rich author resources and experience in planning and organizing manuscripts. Therefore, while compiling dictionaries, we also use these resources and experience to develop related product lines beyond dictionaries. Chen Wenhua said, “At present, the publishing house has developed many series of language learning books, including the oral language series of Southeast Asian countries, the oral course series, the listening course and the foreign Chinese course for Southeast Asian countries.”

In recent years, the academic research into Southeast Asian publishing, thematic publishing, and publication of popular books are also included in the key scope of work of Guangxi Education Press. The network of experts and audiences who build these books can also “feed back” the compilation and publication of dictionaries. Dictionaries, language learning books, and other Southeast Asian-related themed books are combined vertically and horizontally to complement each other, forming Guangxi Education Press’s ASEAN publishing vision, and enhancing the social visibility and market influence of the publishing house’s brand.

As one of the most distinctive and important sections of Guangxi Education Press, the successive leadership groups have attached great importance to and strongly supported the “Language Dictionaries of Southeast Asian Countries”. After obtaining the qualifications for dictionary publishing, a special dictionary editing department was established to provide full support in terms of staffing, capital investment, and other aspects.

The currently published language dictionaries of Southeast Asian countries cover two languages, Vietnamese and Thai. Lao and Malay are included in the recent plans. An updated version of the “New Chinese-Thai Dictionary” will be launched soon. At the same time, the Lao language dictionary project is in full swing, and the Malay language dictionary project has also been launched. As for other languages, more and more in-depth market research and data analysis are needed, followed by planning based on actual conditions.

Shi Limin, president of Guangxi Education Press, said, “In Guangxi Education Press’s five-year plan for 2021-2025, the publishing of language dictionaries in Southeast Asian countries is still listed as the highlight.” The future publishing of dictionaries still depends on the market needs, the current state of dictionary publishing, and the situation of the author team. Based on this principle, the publishing house is maintaining and revising existing editions, and striving to develop new varieties to enrich the product line of dictionaries. In addition, Guangxi Education Press will also increase its efforts in the integrated publishing of dictionaries in the future, and strive to develop more diversified, modern, and digital dictionaries that are more in line with the habits of contemporary readers.

“The exchanges and cooperation between China and ASEAN countries in various fields such as economy and culture have entered a new era. Guangxi Education Press will take advantage of the trend and take responsibility, actively promote the healthy development of dictionaries, publish a number of masterpieces, and contribute to this great era,” Shi Limin said.
The Turning to Collapse of the Song Empire, 1063-1086

The ideal Confucianism government symbolized by political tolerance of the Song Empire was terminated by a series of changes taken place from 1063 through 1086. There appeared a new political model with a one-and-only right imperial guideline which refused oppositions or even doubts and an autocratic emperor. How did this critical turning happen? Based on solid primary sources and previous researches, this book tries to give a vivid narrative of the efforts made by various political figures all with good motives but ended up in sad consequences.

Author: Zhao Dongmei
Pages: 556
Price: RMB 88.00

Brief Introduction to The Four Books

It is the ladder to Studies of Chinese ancient civilization and a doorway to improve self-cultivation. Using “Tao” as a bridge, it focuses on The Four Books to explore and elaborate Chinese traditional culture. Get close to Chinese classics and appreciate ancient Chinese wisdom.

Author: Liu Qiang
Pages: 492
Price: RMB 88.00
ISBN: 978-7-5598-3830-8

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Author: Zhang Wei
Pages: 160
Price: RMB 68.00
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Author: Rao Pingru
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ISBN: 978-7-5598-3821-6

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Author: Hu Ping
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Yunnan is not only a paradise on earth with unique customs and beautiful mountains and rivers, but also a native homeland that nourishes the author's literary creation. It burns with primitive and vigorous vitality and retains the pure and eternal beauty in the ever-changing world. The author has been deeply immersed in the land of co-existence and prosperity for many years, writing all kinds of old things with simple and profound words. After choosing the time to flow away, the hardest part revealed is the old and extremely new ballads written with bone and blood.

Author: Lei Pingyang
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Author: Lu Xiaoya
Pages: 272
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