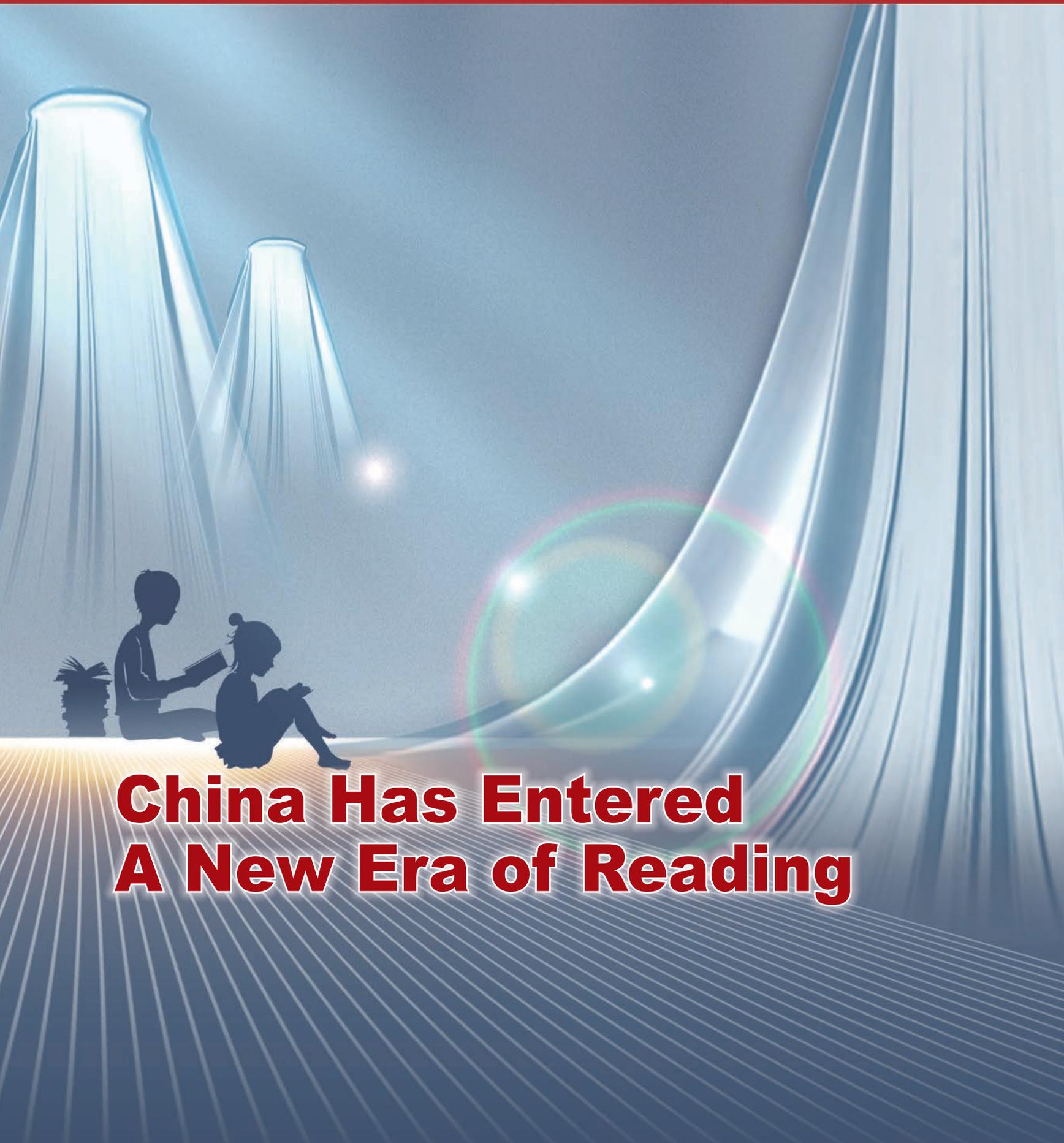


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Special Report For 2022 Frankfurt Book Fair



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+86-10-88819955
xujr@fltrp.com



Report Shows the Book Industry More Connected to TikTok in 2021

By CNS Industry Research Institute

In 2020 the book market was significantly affected by the Covid-19 pandemic, which has also influenced the recovery of the book market and growth expectations in 2021. According to the 2021 retail market report released by OpenBook, China's book retail market maintained a growth rate of more than 10% from 2015 to 2019. In 2020, negative growth occurred for the first time. Compared with 2020, 2021 saw a slight increase of 1.65% year-on-year, with the total book sales reaching 98.68 billion RMB. But compared with 2019, the retail market still decreased by 3.51% and did not recover to pre-pandemic levels.

This is mainly related to the slowdown in the growth rate brought about by the rebound of the pandemic in the second half of 2021. The cumulative growth rates in the four quarters of 2021 were 18.6%, 11.5%, 3.0%, and 1.6%, showing a trend of gradually slower growth.

Affected by the pandemic and the shift in consumer reading habits, physical bookstores have not recovered as expected, and the new round of closures is difficult to reverse. However, the rise of new e-commerce channels like Tiktok and Kuaishou has become unstoppable and has already changed the market structure. In terms of the growth

rates of book retail channels, although physical bookstores increased by 4.1% year-on-year compared with 2020, they still showed a negative growth of 31.1% compared with 2019. The growth rate of the traditional online bookstore channels has also slowed down further, with a year-on-year increase of 1% compared with 2020 and an increase of 8.35% compared with 2019.

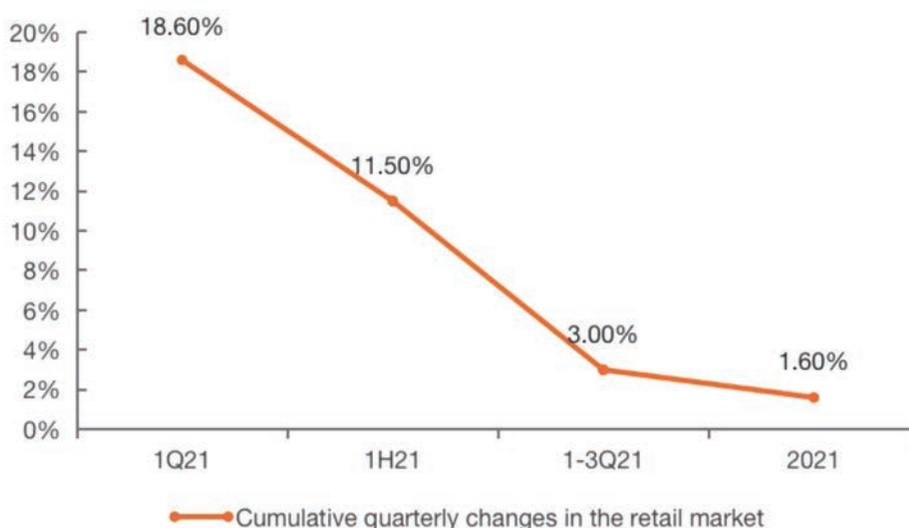
In 2021, the book industry became more connected to Tiktok, from short videos to live broadcasts, transforming how content influences consumer behavior. The total annual transaction volume of new e-commerce

channels represented by Tiktok may reach 10 billion RMB, and the sales revenue of top influencers has been able to compete with the single-day sales of the traditional three major e-commerce channels.

Users are responding to content from both publishers and celebrities on these new channels. A large number of book-purchasers are now coming from third- and fourth-tier cities and represent reader groups that were unreachable by the publishing industry's distribution system in the past. At the same time, Tiktok and Kuaishou are changing the logic of best-selling books. For small and medium-sized book companies, strict cost control, accurately targeting online readers, and making money quickly have become their decisive advantages in creating popular books. Outside the traditional book market, they have gained the possibility of continuous survival and growth.

These new e-commerce channels brought market growth and anxiety at the same time. The collapse of the price discount system was unexpected for the publishing industry. The data shows that in 2020, online bookstores' sales discount was

Chart1: Year-on-year growth rate of China's book retail market in 2021



40%, while in 2021, the online bookstores had bigger discounts of 42%—which included minimum purchase discounts, gift-with-purchase promotions, and coupons. Short video e-commerce channels averaged discounts as low as 61%, which was far lower than the 48% discount of platform e-commerce and 32% of self-operating e-commerce.

These new channels also brought the pain of adjusting organizational structures and business models of publishing institutions. On the one hand, the contradiction between different channels' demand for discounts has become more and more intensified. On the other hand, publishers have greatly shortened the response and decision-making cycle on new channels, which has put forward higher requirements for institutional efficiency.

Niche Markets

According to the differences in content functions and readers, the modern publishing industry can be divided into mass (trade) publishing, educational publishing, and academic publishing. Generally speaking, the three correspond to the three functions of the publishing industry, namely entertainment (culture), knowledge, and information. It should be pointed out that in addition to mass publishing, educational publishing, and academic publishing, China's publishing industry also has a special category of "theme publishing".

1. Mass Publishing: Sales

channels fluctuated, and the literature and social sciences market returned to positive growth

In 2021, the overall scale of China's mass book market was about 75 billion yuan, which was the main component of the retail book market. The secondary categories of books with the largest proportion of sales in the field of mass publishing were: children's books, social science books, and literature books.

The growth engine has shifted from upstream varieties to downstream channels. In 2021, although mass publishing continued to produce bestsellers, most of the best-selling books relied more on the formation of new channels and the operation of new media. Publishing institutions were aware of the importance of self-operated channel construction. In order to meet the changes in consumers' reading needs, they vigorously build new media live broadcast teams and new media matrices, seeking best ways to solve consumers' pain points and reach more consumers. Classic popular books products often have stable and continuous market demand, despite changes in reading habits and social environments. However, with the burst of vitality of new channels and new reader interests have been stimulated. These new reader interests in China include but are not limited to animation, games, homosexual-themed products, and even include books on economics and social sciences, which have previously had more

limited potential audiences.

New works by famous writers performed well, and pan-entertainment products squeezed recreational reading space. In 2021, Kazuo Ishiguro's *Klara and the Sun* and Yu Hua's *Wen Town* were published one after another, followed by Zhang Jiajia's new work *Paradise Tour Group*, which sold well in the market. *Wen Town* topped the 2021 bestsellers list of new fiction books, and *Paradise Tour Group* ranked second. Literary books mainly rely on the publication of new works of established writers and the publication of popular books. Although there are new works by famous writers, the number of new hits by debut writers decreased. With the increase and improvement of domestic pan-entertainment products in recent years, the amount of time consumers spend reading was squeezed, and this will undoubtedly become the biggest pressure for recreational reading in the future.

Data source: China South Media Industry Research Institute, Beijing OpenBook Information Technology Co., Ltd.

The literature market relied on Boys' Love-themed literature to reverse the decline, with a year-on-year increase of 4.6%. In 2021, the literature market reversed the decline from 2018, and the year-on-year growth rate turned positive, up 4.6% year-on-year. According to OpenBook data, paper books based on online literature took 31 spots among China's retail fictional

bestsellers, while among fiction bestsellers through new channels, paper books based on online literature took 63 spots, indicating that the overall growth of literary books is closely tied to the growth of paper books based on online literature. Of all sub-categories of paper books based on online literature, BL (Boys' Love) literature—stories about romantic relationships between male characters—was the most prosperous.

Data source: China South Media Industry Research Institute, Beijing OpenBook Information Technology Co., Ltd.

Online marketing opened up new opportunities for publishers, and the operating i

The growth rate of the children's book market declined, with total sales accounting for 28.2%. Looking at the overall mass market in 2021, the children's book category was still the largest in terms of sales. Since 2016, the children's book category has been the number one segment in the market. Compared with 2020, the sales share of children's book in 2021 dropped by 0.1 percentage points, but it was higher than the same period in 2019. Demand for parent-child reading during the pandemic in 2020 drove children's book sales to the highest level in history, and sales in 2021 have adjusted with a slight decline.

Children's products underwent structural changes, literary books were unpopular, and popular science encyclopedia books became the top-selling sub-cat-

Table: Top 10 Best-Selling Books for Children in 2021

| ranking | book | publisher | author |
|---------|--|---|---|
| 1 | <i>Bronze and Sunflower (New Version)</i> | Jiangsu Phoenix Children's Publishing House | Cao Wenxuan |
| 2 | <i>Totto-Chan: The Little Girl at the Window</i> | Nanghai Publishing House | [Japan] Tetsuko Kuroyanagi [Japan] Iwasaki Chihiro |
| 3 | <i>Mi Xiaoquan Brain Teasers - Smart Prodigy</i> | Sichuan Children's Publishing House | Bei Mao |
| 4 | <i>Grass House</i> | Jiangsu Phoenix Children's Publishing House | Cao Wenxuan |
| 5 | <i>Mi Xiaoquan Brain Teasers - Brain Challenge</i> | Sichuan Children's Publishing House | Bei Mao |
| 6 | <i>Mi Xiaoquan Brain Teasers (Volume 2) - Game of Wisdom</i> | Sichuan Children's Publishing House | Bei Mao |
| 7 | <i>A Dog called Money</i> | CITIC Press Group | Bodo Schaefer |
| 8 | <i>Mi Xiaoquan Brain Teasers (Volume 2) - Password Discovery</i> | Sichuan Children's Publishing House | Bei Mao |
| 9 | <i>Mindless and unhappy (phonetic version)</i> | Zhejiang Juvenile and Children's Publishing House | Ren Rongrong |
| 10 | <i>Fantastic Mr. Fox (phonetic version)</i> | Tomorrow Publishing House | Roald Dahl Quentin Blake |

category of children's books. The large-scale reduction of offline reading promotion and signing activities during the pandemic had a great impact on the sales of children's literary books that relied on traditional sales channels and marketing methods. Some classic children's literary books that had been selling well for many years were returned. Since 2012, the market share of children's literary books has continued to decline, and sales of children's picture books and children's popular science books have gradually increased. The former increased significantly from 2012 to 2018, and then stabilized; the latter continued to rise after 2018. Popular science books became the top-selling subcategory of children's books in 2021, a trend that developed parallel to short video e-commerce. These books were marketed to parents looking for books that would be useful for their children's growth and

learning. On channels like TikTok, sales conversion took place within just a few seconds of watching a video or live broadcast.

Children's books accounted for up to 60% of books sales through short video e-commerce. In brick-and-mortar bookstores, self-operated and platform e-commerce, and short video e-commerce channels, children's books, teaching assistant books, academic culture books and literary books are among the top 5 bestselling categories, and children's books had the largest proportion of sales across the three channels. In short video e-commerce, the children's books accounted for 60.4% of book sales, 35% in self-operated and other e-commerce platforms, and 26% in platform e-commerce.

Sales of children's books through short video e-commerce was 32 percent higher than in the overall retail market. Among

sub-categories children's popular science accounted for more than 30% in the short video e-commerce. In platform e-commerce, children's literature with the highest-performing sub-category. Comparing different channels, the proportion of children's popular science books in short video e-commerce was higher than that in other two channels. The proportion of children's literature in platform e-commerce was higher than that in the other two channels. The proportion of children's picture books in self-operated and other e-commerce was higher than that in the other two channels, and the proportion of children's classics, cartoons and wall pictures in short video e-commerce was higher than that in the other two sub-channels.

2. Educational publishing: the main component of the book publishing market

Educational publishing refers to the category of publications related to learning, education, and training. The content of educational publishing generally needs to be systematically planned and written, and the themes have the characteristics of serialization, standardization, and systematization. Educational publishing mainly includes two major sections: textbook publishing (from kindergarten through higher education) and teaching assistant book publishing.

In 2021, the entire educational publishing market size was about 110 billion RMB. The number of students in school remained the main factor affecting the overall size of educational publishing. According to statistics released by the Ministry of Education, in 2020, the number of students receiving academic education in China was 299.6 million, a steady increase over previous years.

At the same time, the scale of educational publishing was also affected by the number of new students, which is closely related to the birth policy. Data show that since 2011, the population has been growing slowly. After the full opening of the two-child policy in 2016, the birth rate in China has reached a new high. However, since 2018, the number of births has slowed year by year. In 2021, the number births only 10.62 million, and the birth rate was as low as 7.52%. It will take six years for the birth population to become student population. It is expected that educational publish-

ing will remain basically stable in the next two years, and 2024 may become a turning point for educational publishing.

The teaching assistant book publishing market was greatly affected by the “double reduction” policy in 2021, but the current market data is not volatile, and the impact is expected to become clear in 2022.

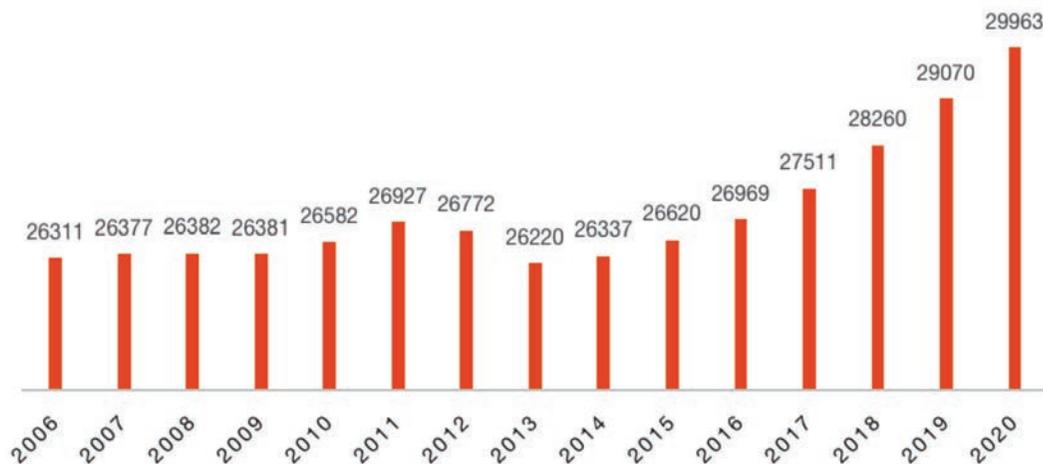
The data showed that in recent years, the scale of China’s vocational education market had expanded year by year. The market continued to grow under the influence of the pandemic in 2020, with a scale of 650.5 billion yuan. It is expected that the growth rate will reach about 12% in the next three years, and the market size is expected to grow to 902.9 billion yuan in 2023.

3. Academic Publishing

Academic publishing is relative to educational publishing and mass publishing, also known as professional publishing or scientific publishing, and is the carrier and dissemination platform of academic achievements. Compared with mass publishing, academic publishing does not directly face the mass market, and there are more corresponding scientific research funds.

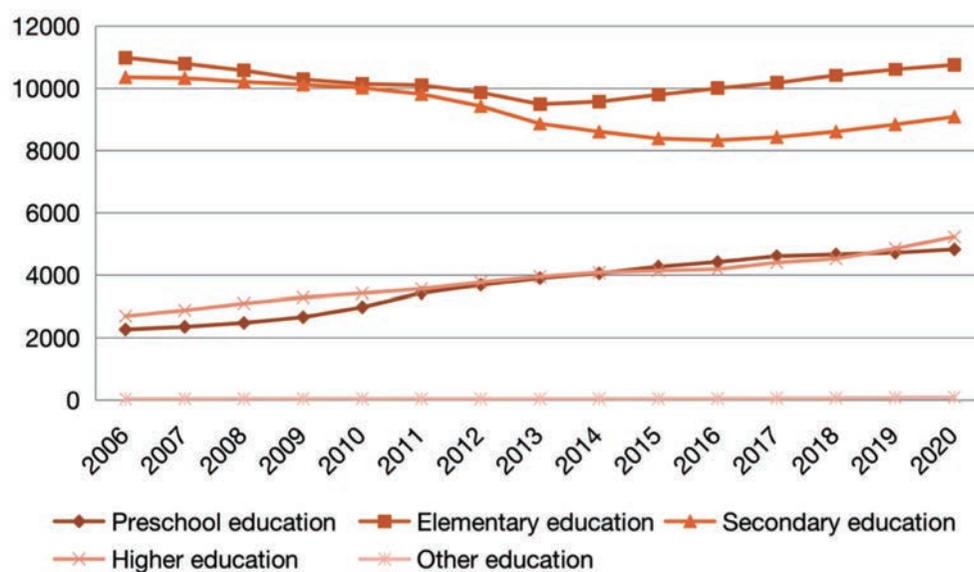
Because academic works are highly specialized and require readers to have corresponding professional backgrounds and knowledge reserves, the audience size of academic publishing is far less than that of educational publishing

Chart2: The number of students receiving academic education in China from 2006 to 2020 (Unit: ten thousand people)



Source: Ministry of Education of the People’s Republic of China website

Chart3: Number of students with various types of academic education at all levels from 2006 to 2020 (10,000 people)



Source: Ministry of Education of the People’s Republic of China website

Note: Other education includes working-study schools and special education. The students receiving special education includes people in special education schools, special education classes, students studying in normal classes, and at-home students.

and mass publishing. In 2021, the scale of China’s academic publishing market was the same as that in 2020, about 15 billion yuan.

As of the end of 2015, among the existing 584 publishing houses in the country, more than 90% of the publishing institutions had been involved in

academic publishing, no more than a dozen publishing houses earned more than 50% of their total revenue from academic publishing, and most of those were presses affiliated with government ministries, colleges, and universities.

In 2021, finances of colleges and universities was still in a

“tightening” state. Colleges and universities operating directly under the Ministry of Education saw total budget reductions this year of 5.422 billion yuan compared with last year. Budgets at 60 colleges and universities across the country decreased, and there were 8 colleges and universities with a decrease of

more than 10%. In addition, the authorities' strict control policy on ISBN has not been relaxed, which has had a certain negative impact on the academic publishing market this year.

However, with the continuous increase of the state's support for academic publishing, there's reason for optimism about the development of Chinese academic publishing in the long run.

4. Theme publishing: “Centennial Founding of the Party” pushes theme publishing into a “Golden Era”

In 2021, at the historic time point of the “Centennial Founding of the Party”, the market size of themed publishing was estimated to reach 20 billion yuan. All indicators of themed books in

the overall market showed an upward trend, especially against the background of the weak performance of new books. The sales volume of new themed books in the first half of 2021 accounted for 76% of the sales volume of themed books.

In terms of sales channels, unlike popular books, themed books had obvious sales advantages in physical stores. In the first half of 2021, the sales ratio of themed books in physical stores to online stores was 8.2 to 1.8. The hot sales of themed books in the group buying channel became the main driving force behind the sales growth of brick-and-mortar bookstores.

Retail Channels

Book distribution channels in China are mainly divided into online channels and offline

channels. Online channels are mainly based on major book e-commerce and online social platforms. Leading book e-commerce platforms include Dangdang, JD.com, Boku.com, Winshare Online, Tmall stores of various publishing institutions and bookstores, and Pinduoduo stores. On social platforms, top channels include WeChat official accounts (Weidian), Tiktok, and Kuaishou. Offline channels include both physical bookstores for ordinary readers and library distribution for library channels.

1. Traditional e-commerce channels

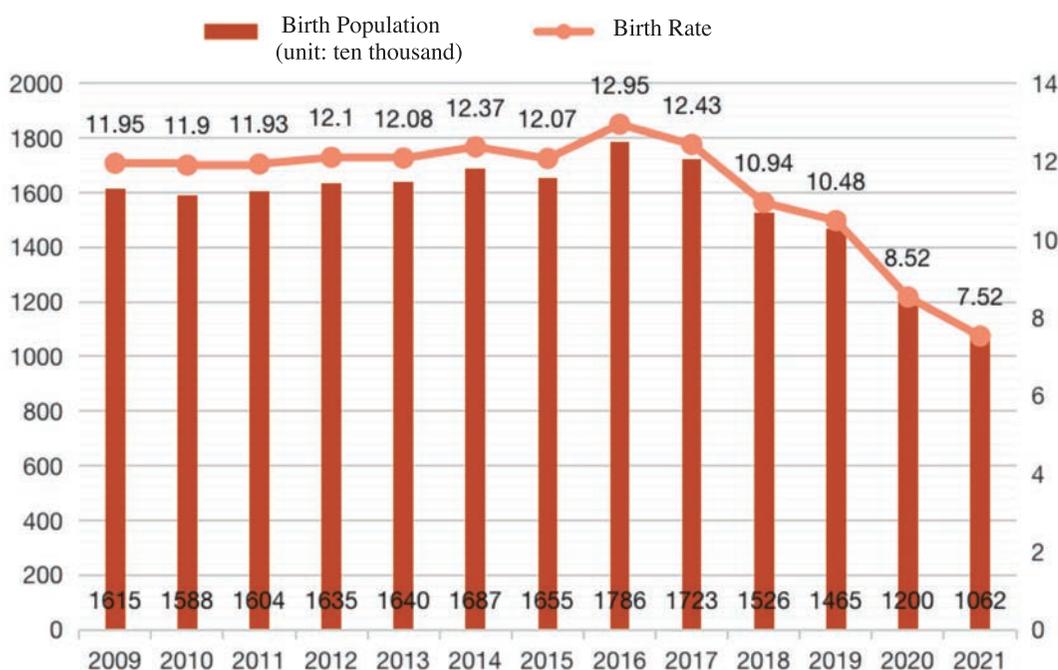
From the monitored data, traditional e-commerce channels are still the main platform for sales. The overall size of the online store channel is 80 billion yuan, and the growth rate has slowed down significantly com-

pared with previous years.

In 2021, the internal structure of book e-commerce underwent substantial changes. The traditional e-commerce position was stable, but the growth momentum was getting weaker. At this stage, short video e-commerce channels entered the field and grew exponentially. The rapid development of the online store channel in the past few years, with low discounts and convenient and fast shopping experience, has continuously opened up new markets, encouraging many people who did not buy books or seldom bought books to become book consumers. With the continuous expansion of online store channels and a saturation in the number of new customers joining the internet—the number of netizens reached 1 billion in June 2021—the number of new consumers who can be converted was gradually decreasing. The speed of this segment had changed from the previous high growth to the low growth state.

In 2021, the discounts offered at online stores further increased as promotions such as minimum purchase discounts were being carried out more frequently, and the promotion cycle was getting longer and longer. The rise of short video book e-commerce made “lowest price” the primary mechanism of big online sellers' live broadcast rooms. Traditional book e-commerce has seen a clear downward trend compared with previous years in several major promotions in 2021, and

Chart4: China's Birth Population and Birth Rate from 2009 to 2021



Source: National Bureau of Statistics

discounts and promotional activities in online store channels became normalized.

2. Short video e-commerce channels

Content e-commerce companies represented by Tiktok and Kuaishou were estimated to have 10 billion yuan in book sales in 2021. The book business of Kuaishou was tepid, and only a small number of experts were focusing on exploring selling books through live broadcasting. Therefore, the following report mainly focuses on the Tiktok book business.

2021 was the year of Tiktok's true explosion. Compared with 2020, both the growth rate and the absolute value of growth had a very big jump. According to the data released in the "2021 Tiktok E-commerce Book Consumption Report", in 2021, Tiktok's books were broadcast live for a total of 5.818 million hours, and the cumulative live broadcast viewing volume was 8.05 billion times. Book sales increased by 312% year-on-year, the number of consumers increased by 205% year-on-year, and more than 450,000 books were sold through Tiktok e-commerce every day.

As the right to speak continued to increase, live broadcast rooms and short videos were becoming an important pole of book sales channels. Whether active or passive, more and more publishing institutions have become involved. Before 2021, short video selling was the mainstream of Tiktok book sales.

After April 2021, live broadcasts were booming on Tiktok, and both live broadcasts by celebrities and self-broadcasting by brands were in full swing. At the same time, building an ecosystem for Tiktok book sales gave a very strong boost to the book industry.

With the rise of new channels, the price discount system for book e-commerce sales this year completely collapsed, and the industry was deeply troubled by the new channel's disruption of traditional pricing structures. According to OpenBook, the discount of short video e-commerce in 2021 was as low as 61%, which was lower than the discount level of 48% of platform e-commerce and 22% of self-operated e-commerce.

In addition to discounts, for a category such as books with more than one million titles available, in 2021, short video e-commerce sold no more than 30,000 individual titles. There were 105 titles with the sales

of more than one million sold through short video e-commerce. There are 1,084 titles available through platform e-commerce, and 211 through self-operated and other e-commerce. Compared with traditional platform-based e-commerce, the variety of books sold on short video e-commerce was very narrow.

3. Physical bookstores

According to OpenBook data, in 2021, themed books led sales at brick-and-mortar bookstores in the amount of 20 billion yuan, showing a large negative growth compared with 2019.

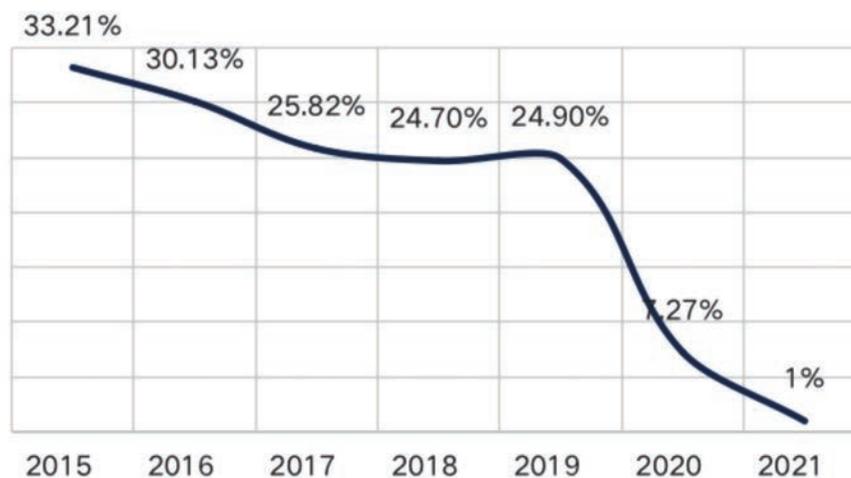
In the post-pandemic era, more book buyers are turning to online store channels. After surviving the worst year of the pandemic in 2020, a number of independent bookstores announced their closure, and the well-known chain bookstore Yanji was again exposed to arrears of wages, triggering a series of discussions. For independent bookstores and chain bookstores that mainly rely on

physical retail business, the question of how to return to pre-pandemic business levels has become a major one.

Compared with 2020, all book retailers showed a growth trend, especially online sales and institutional purchases, which increased by more than 30%. Compared with the same period in 2019, institutional buying increased significantly, which was the main driving force for the recovery of physical bookstores. Sales at physical stores were still lower than the level before the pandemic, down 20.85% year-on-year, and the market share of sales through physical bookstores dropped significantly.

From the perspective of discounts, the overall average retail discount of brick-and-mortar bookstores in 2021 was 10.81%, which was slightly higher than the discount in 2020. Children's book discounts averaged 15.11%, which was the lowest among all book categories in store retail channels. ■

Chart5 : Year-on-year growth rate of online store channels in recent years



Source: Beijing OpenBook Information Technology Co., Ltd.

Book Retail Market Report in the First Half of 2022

By Openbook

In the first half of 2022, the book retail market in China dropped by 13.8% year-on-year. Affected by the pandemic in many places in the first half of the year, the online and of-line book retail index continued to decline since January. After May, the pandemic prevention and control have improved, and book retail has picked up. In the first half of 2022, the sales of the physical store channel decreased by 39.7% year-on-year, and the sales of the online store channel decreased by 5.8% year-on-year.

1. In the first half of 2022, book retail sales fell by 13.8% year-on-year, and did not return to pre-pandemic levels

In the first half of 2022, the book retail market still showed negative growth, down 13.8% year-on-year. If compared with the same period in 2019, the retail market experienced a negative growth of 12.8%, and has not yet returned to the pre-pandemic level. The negative growth of the overall retail book market is not only due to the impact of the pandemic, but also to the weakened online growth in a state of internet user saturation.

From different channels, the pandemic in the first half of this year not only affected the retail sales of offline stores, but also had a greater impact on logistics, warehousing, etc., which also hit online store channels that were highly dependent on logistics. Online book retail channels declined 5.8% year over year, and have been declining since January. With the improvement of the pandemic situation and the arrival of the online store promotions and discounts, this channel began to rebound in May. Both May and June showed a positive year-on-year growth, and the decline

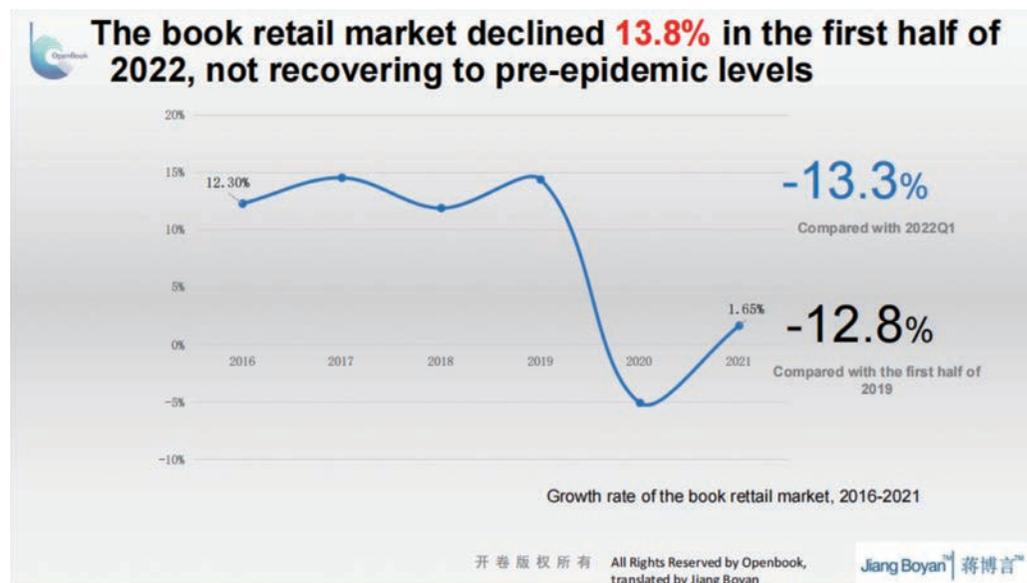
in the second quarter narrowed from the first quarter. Compared with the same period in 2019, the online store channel still experienced positive growth of 3.6%.

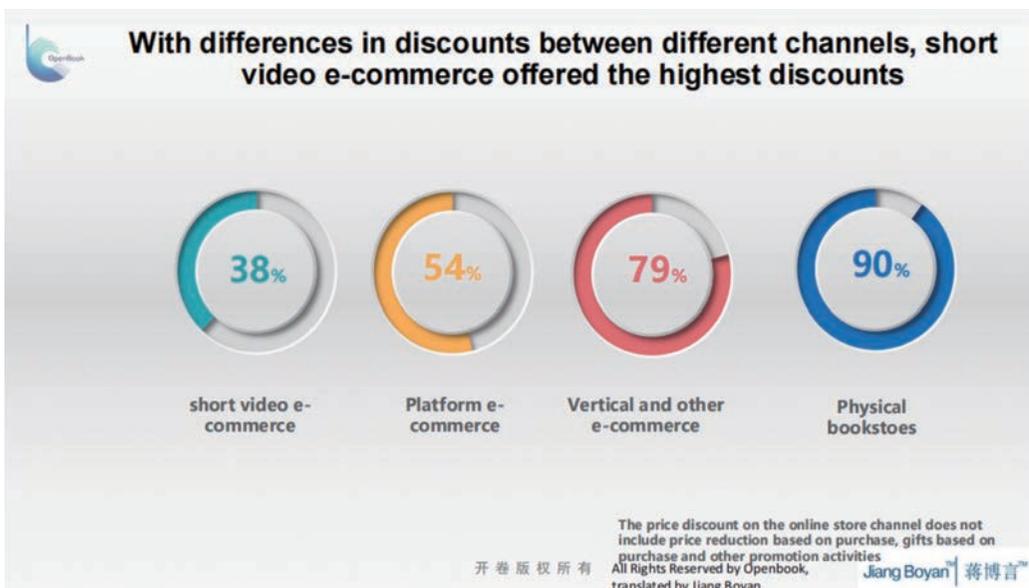
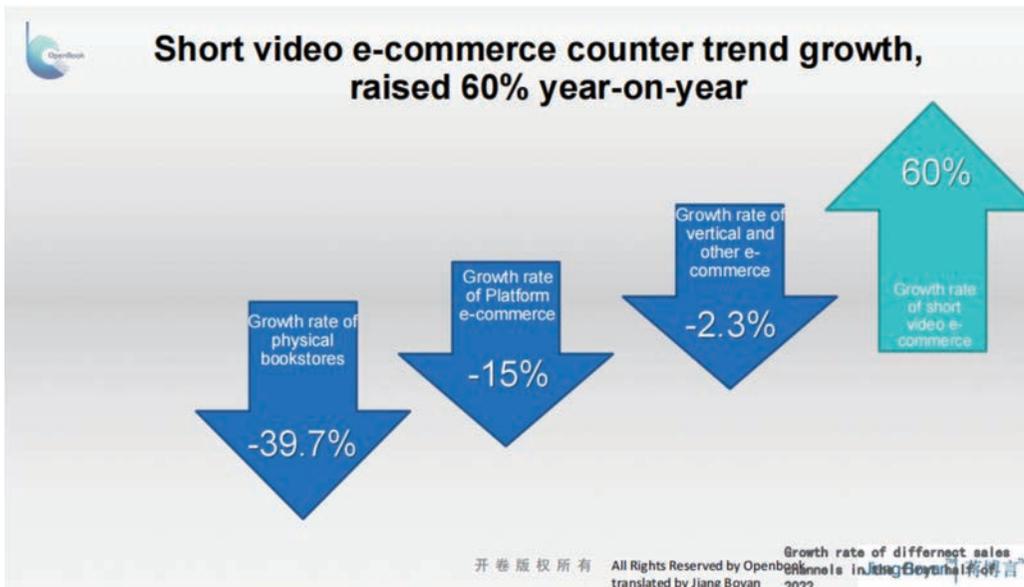
The offline physical store index has been more severely affected. From February to May, the physical store channel index fell below 100 points, and the index rose to above 100 points in June. The decline in the second quarter was larger than that in the first quarter. In the first half of this year, the sales in the physical bookstore channel fell by 39.7% year-on-year. Compared with the same period in

2019, it fell by 51.8% year-on-year. The situation of physical bookstores is still very severe.

2. Short video e-commerce grew against the trend, up 60% year-on-year

In 2021, online channels accounted for nearly 80% of the book retail market. To better analyze and observe the online store channel situation, OpenBook divided the online store channel into platform e-commerce, short video e-commerce, vertical and other e-commerce. OpenBook data shows that traditional e-commerce channels (platform e-commerce and verti-



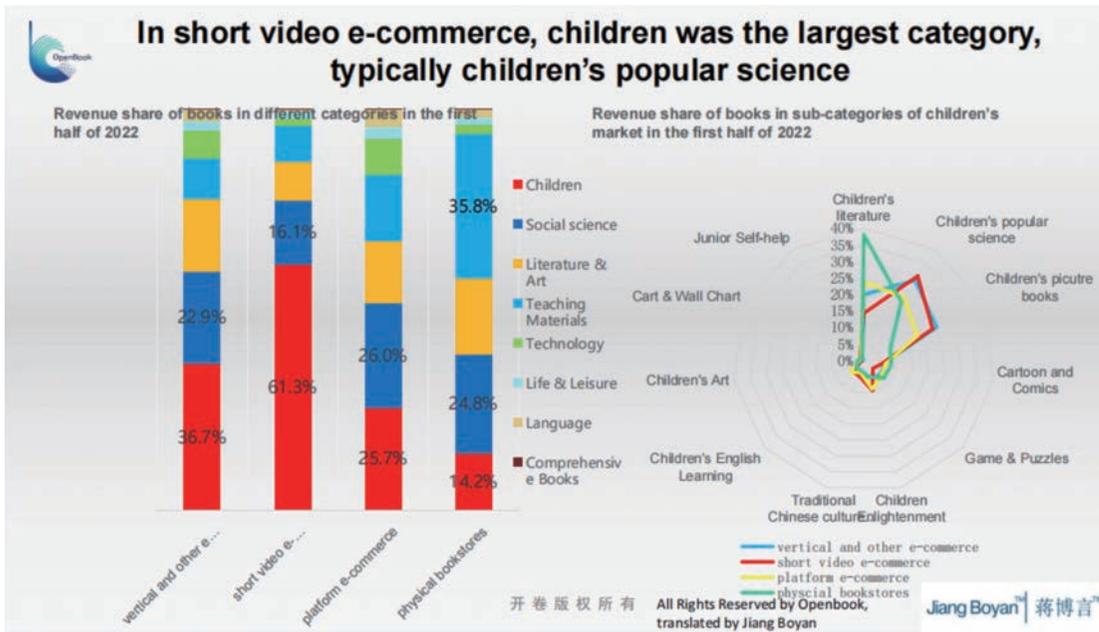


cal and other e-commerce) are still the main sales platforms for books in China.

In the first half of the year, physical stores, platform e-commerce, vertical and other e-commerce all experienced year-on-year declines, of which physical stores experienced the largest, down 39.7%; followed by platform e-commerce down by 15% year-on-year; and vertical and other e-commerce decreased by 2.3% year-on-year. However, short video e-commerce grew against the trend, showing a positive year-on-year growth of 60%. In general, the traffic between different sub-channels of online stores is still changing. The decline of a certain platform was due to traffic transfer and the platform's own business strategy. For example, the impact of the pandemic on logistics in the first half of this year indirectly affected platform e-commerce that relied on third-party logistics. As an emerging e-commerce business, short video e-commerce attracts more users' attention. Its penetration into the e-commerce market continues to increase, and the growth rate is relatively fast.

3. There are differences in discounts between different channels, and the short video e-commerce discount is as low as 62%

The rise of almost every new channel is accompanied by discounts. Today, promotions in online store channels have become normalized, and the cycle of big promotions is getting



dustry can develop healthily or not requires that all links in the chain be “profitable”.

4. There are differences in the category structure between different channels, reflecting the differences among the users between the platforms

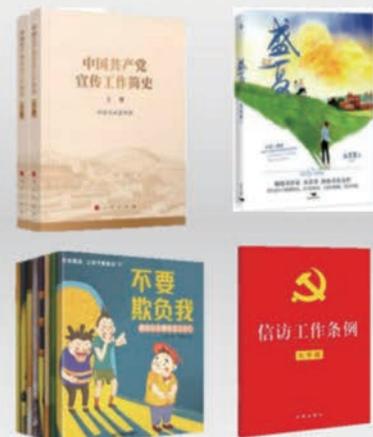
From the perspective of different channel categories, the differences are still obvious. Among the short video e-commerce channels and vertical and other e-commerce, children's books are the best-selling category; at 61.3% on short video e-commerce channels. Social science books and children's books in platform e-commerce have the same proportion, both occupy 26% of sales. In the physical store channel, teaching assistant books are the best-selling category at more than 30%. On the whole, among the online

longer and longer. This year's “618” kicked off in May. In addition to the promotion of 618 by traditional e-commerce companies, short video e-commerce companies advertised the lowest prices on the entire network and have also launched various promotional activities. According to the OpenBook, the discount

of short video e-commerce in the first half of 2022 was as low as 62%, which was lower than the discount level of platform e-commerce (46%) and vertical and other e-commerce (21%). The discount at physical stores was 10%.

In addition, dividing the four channels of sales according

to the discount range, among the short video e-commerce channels, the books below 70% off account for nearly 40% of sales, which is much higher than other channels. In general, discounts and promotions, as a marketing method, can quickly gather views in the short term, but in the long run, whether an in-



store subdivision channels, short video e-commerce shows obvious characteristics of the “hit products” model, with a small number of titles generating the majority of sales and relatively concentrated categories, while the traditional platform e-commerce and vertical and other e-commerce varieties are large in scale, covering more categories.

In general, the differences in the user groups of different platforms will lead to differences in the top-selling categories, and the size of each channel and the shopping habits of consumers are still changing. For upstream and downstream, the differentiation of users and product preferences of various e-commerce sub-channels still requires long-term attention.

5. New books in short video channels have outstanding performance, and the continuous sales of

backlist titles in traditional e-commerce is even more obvious

Judging from the distribution of the release dates of books in different channels, the new books published in the current year accounted for the highest proportion of sales in the short video e-commerce market, with a contribution rate of 16.1%, followed by physical store channels, platform e-commerce and vertical and other e-commerce, where the proportion of new books was relatively low. Compared with other channels, short video e-commerce has both marketing and sales value. Especially in the past few years of the pandemic, the marketing of new books is no longer a widespread network, but starts with short videos and some vertical channels, so the new book’s market share in this channel is also relatively high.

From the perspective of the top 1,000 books sold, similar

to the overall listing distribution, 92 and 90 of the top 1,000 books sold by short video e-commerce and brick-and-mortar stores, respectively, are new books published in 2022. In contrast, the continuous sales of backlist titles in traditional platform e-commerce and vertical and other e-commerce is more obvious, and the performance of new books is not so prominent.

6. In the short video e-commerce, top books have strong profitability

Judging from the sales volume of 1,000 or more books in different channels, there are 52,000 individual titles sold in platform e-commerce, followed by vertical and other e-commerce, with 31,000 titles, and brick-and-mortar store channels with 20,000 titles. There are 6,000 titles in the video e-commerce. In terms of the variety and contribution of these top books to the corresponding

channels as a whole, traditional e-commerce and brick-and-mortar stores offer a wider variety and scale, so the proportion of top books with high sales volume is not high, but the contribution of revenue has exceeded 60%. Short video e-commerce itself is not large, with top-selling books accounting for 20.9%, and revenue accounting for more than 90%. Looking at the top books of these channels in the overall retail market, the most popular books on short video e-commerce channels have relatively strong profitability with revenue accounting for 10.3%, but narrow variety of 0.3%.

The best-selling books in brick-and-mortar stores is quite different from other channels. The top books are mainly themed books, which have relatively high initial sales, and then decline significantly. Looking with online channels, the sales of the top 10 books in short video e-commerce are higher than those of platform e-commerce and the sales of the top 10 vertical and other e-commerce. In general, short video e-commerce is mainly based on short video or live broadcast recommendations, and the sales of top books are more prominent, but the number of top accounts, the length of live broadcast, and the length of time users watch affect the exposure of books. Publishers are now exploring how to produce quality marketing content for different channels and how to capture viewers’ attention. ■



Contribution of top books in terms of sales revenue and book varieties to short video e-commerce was higher than other channels

| | Number of books sold for over 1,000 units | Share of book varieties in each channel | Revenue share in each channel | Revenue share in overall market | Share of book varieties in overall market | Efficiency rate in terms of sales revenue and book varieties |
|-------------------------------|---|---|-------------------------------|---------------------------------|---|--|
| Vertical and other e-commerce | 31475 | 3.5% | 73.3% | 21.3% | 1.6% | 12.9 |
| Short video e-commerce | 6021 | 20.9% | 92.1% | 10.3% | 0.3% | 32.6 |
| Platform e-commerce | 52711 | 3.5% | 73.7% | 34.7% | 2.8% | 12.6 |
| Physical Bookstores | 20597 | 1.9% | 61.7% | 7.8% | 1.1% | 7.3 |

Contribution of head books (units sold over 1,000 in each channel) in each channel in the first half of 2022

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PPM: Publishing at the Core and Building International Communication

By Liu Qinqiu

Phoenix Publishing & Media Group (PPM) has clearly defined its overall positioning of publishing “going out”, focusing on content, channels, platforms, teams, translation, and international cooperation. The group continues to promote copyright negotiation and overseas business cooperation, including jointly planning and co-publishing books with overseas publishing houses to widen the reach of Chinese books abroad. Plans are also underway to create the Cao Wenxuan Children’s Literature Award, for which foreign works are eligible. And the group is building three major brands—Phoenix Bookshelf, Overseas Jiangsu Book Fair, and Overseas Cultural Temple Fair. These activities, combined with exchange activities, are meant to introduce more of China’s books and Chinese culture to the world.

The Phoenix Publishing & Media Group has made every effort to promote the “going out” of publishing. In 2021, the group ranked ninth among the top 10 publishing companies in the world and was ranked first among domestic publishing companies. Since 2012, it has been awarded the title of “National Key Cultural Export Enterprise”. It was



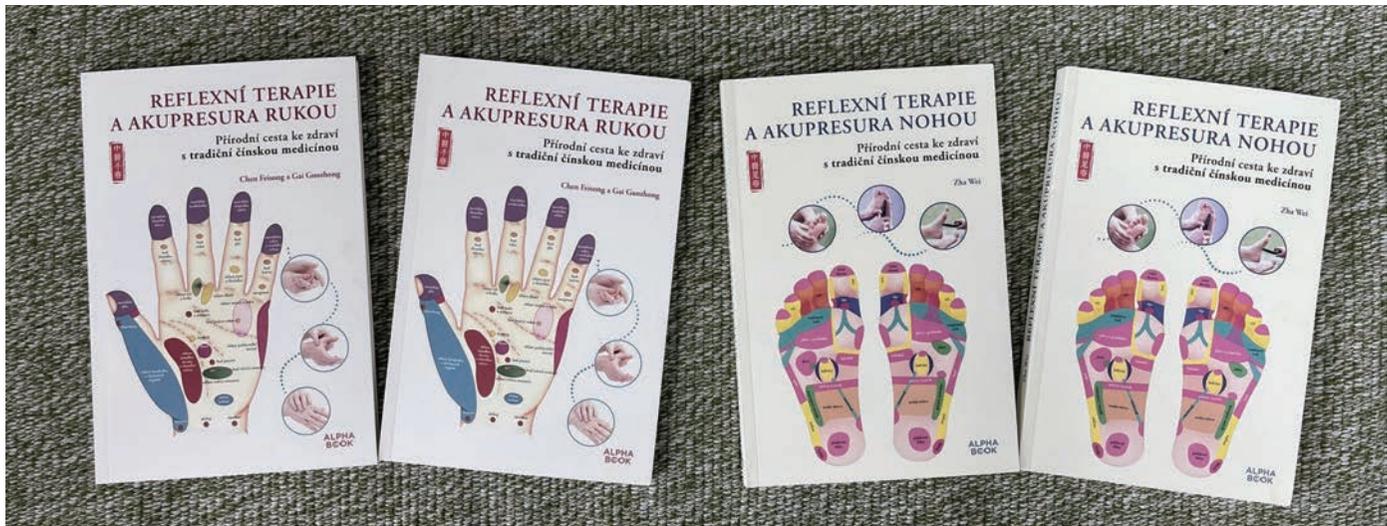
awarded the “Most Influential Enterprise of China’s Copyright in 2018” and the “China Copyright Gold Award” in 2020. In 2021, Jiangsu Phoenix Literature and Art Publishing House and eight other book publishing houses were all shortlisted among the top 100 overseas houses of Chinese books, of which Jiangsu Phoenix Literature and Art Publishing House ranked 7th. Jiangsu People Publishing House has been selected for the top 100 list for 10 consecutive years.

Since the “Thirteenth Five-

Year Plan”, more than 4,000 titles from Phoenix Publishing & Media Group have been purchased by overseas libraries. Two projects of its five companies including the Phoenix Press were awarded as “2021-2022 National Key Cultural Export Enterprises and Projects”. The copyright managers of the subordinate publishing houses have received various recognitions such as “Typical Characters in Promoting Copyright Export” and “National Excellent Copyright Managers” many times.

The exported languages

include English, French, Arabic and other major languages, as well as Hindi, Vietnamese, Mongolian, Nepali and other languages along the “Belt and Road” countries. The international influence of publications of the Phoenix Publishing & Media Group has been significantly improved. Cao Wenxuan’s children’s book *Bronze and Sunflower* has been printed more than 300 times and sold millions of copies. Rights have been sold into 19 countries including South Korea, France, Germany, Italy, and India, and it



won international awards such as the English PEN Award and the Freeman Award in the United States, becoming a world-class children's book. The series *Back to Marx* has been exported in English, Korean, Russian, Arabic and other languages. The copyright of "China Today" is exported to ten countries including the United States, Spain, France, Russia, Kyrgyzstan, and Iran. Among them, the English copyright is exported to the global education publisher Gale in the United States and is distributed globally.

The Arabic version of *To Live* had an initial print run of 10,000 copies. After publication, it was distributed to 22 countries in the Arabic-speaking world. It was sold out one month after its launch, and it was urgently reprinted. The Supreme Committee of the Egyptian Ministry of Culture organized a special discussion on the book. It was such event in Egypt dedicated to discussing Chinese novels and attracted wide attention from mainstream media in Arabic-

speaking countries.

Children's Heart Fight Against the Pandemic has been exported to 19 countries and 15 languages. It has been featured in the English version of *People's Daily* and the English version of Xinhua News Agency. After the US edition of *Chinese History on the Map* was published this year, it is available in bookstores such as Barnes & Noble in the United States, Kinokuniya Bookstore in Japan, Indigo in Canada, and Amazon.com in the United States.

The group also continues to build its Phoenix Bookshelf brand, which has been completed in Hungary, Chile, the Netherlands, Malaysia, the United States, India, Cuba, the United Arab Emirates, Cambodia, and India. The initiative is being continuously updated and includes reading promotion of the existing bookshelf projects. With the Phoenix Bookshelf as the starting point, the group continues to promote its titles in overseas mainstream channels.

Intensifying the promotion

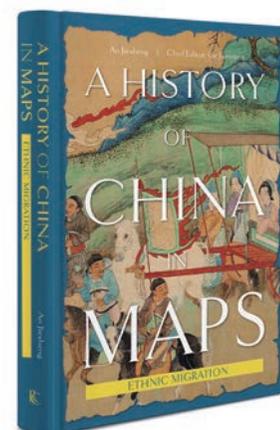
of books to foreign countries and regions is not only a part of the national "going out" strategy, but also key path for the group to expand its international market and enhance its cultural competitiveness. The Phoenix Publishing & Media Group conducts special research on export-oriented publishing planning and key topic selection, studies international expansion, and defines "going out" publishing as a core strategy. The work of "going out" has changed from introducing Chinese culture to showcasing China's contemporary developments and values, and focuses more on high-end academic publishing groups in mainstream countries in Europe and the United States.

The Phoenix Publishing & Media Group has always focused on the main business of publish-

ing, coordinating a five-in-one approach of content, channels, platforms, teams, and translation, alongside activities that strengthen international communication, increase translation of Chinese books, and promote Chinese culture abroad.

The group's export of book copyrights contribute to making China's traditional culture more visible internationally. *Chinese Ethnography*, *Chinese Adornments*, *Illustration of Farming Proverbs*, *Human Meridian and Acupuncture Large Atlas*, *Nanjing Biography*, and other high-quality books were well-received in neighboring countries and the "Belt and Road" coun-

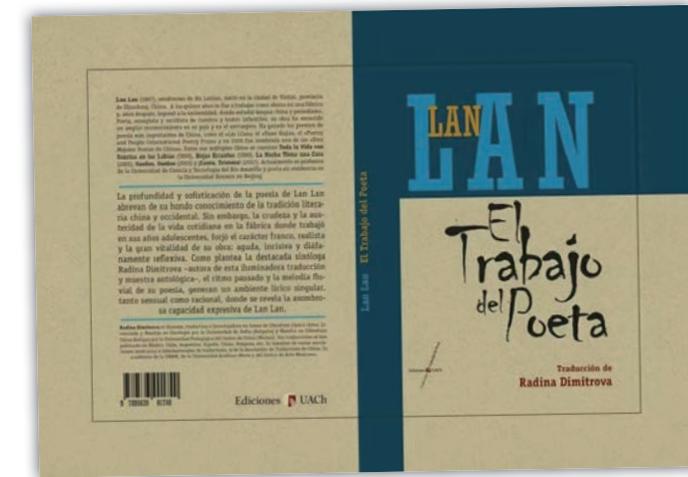
tries. The group plans to export to more countries and languages in the future, expand its influence, and gradually improve economic benefits. *Symbol Jiangsu* has published seven volumes,



with a total of 144 volumes in both Chinese and English.

The group is also working to identify the needs of foreign audiences, and continue to publishing books on topics that fully demonstrate the latest developments in contemporary China, such as *Boat Travels From North to South - China's Grand Canal*, *High-speed Rail Effect and Urban Planning*, *National Strategy*, *Ecological Technology and Economics of Clear Waters and Green Mountains*, *Power Cable Manufacturing Technology*, and others.

Another highlight is the foreign translation project of Jiangsu Literature. The first series launched six foreign-language versions of three works by Ye Zhaoyan, Su Tong, and Huang Beijia: *Nanjing Biography*, *Another Woman's Life*, and *I Want to Be a Good Child*. From November 2021, they were published in the United States, Britain, Russia, Vietnam, Thailand, and other countries. Since 2022, the first series of the new books have been released in offline channels such as Barnes & Noble in the United States, Guanhwa Bookstore in the United Kingdom, Republic Bookstore in Russia, B2S Bookstore in Thailand, and Chulalongkorn University Bookstore. At the same time, they have been sold on online platforms such as Amazon, the Apple Book Store, the FAHASA online bookstore in Vietnam, the NAIIN online bookstore in Thailand, and the official website of overseas publishing houses. In co-



operation with *Publishers Weekly* (PW) in the United States, the special reports on Huang Beijia's *I Want to Be a Good Child*, Su Tong's *Another Woman's Life*, and Ye Zhaoyan's *Nanjing Biography* have been published. *I Want to Be a Good Child* (English version) was selected as the annual outstanding children's book in translation by the Children's Literature Association in the US, and was recommended by the British Children's Literature Association and the chairman of the Jamaica Publishing Association.

The second series is planning to publish six overseas editions of four works by four writers: Han Dong's *Miracle* (English version), Huang Beijia's *Flying Bumblebee* (English version), Lu Min's *Dinner for Six* (Spanish and English versions), Xu Zechen's *Moer Daoga* (English, Russian). These works of modern and contemporary literature, children's literature, and poetry are to be publishing and distributed overseas by November this year.

Relying on the group's existing overseas investment in

North America, South America, Australia, Europe, and Africa in order to build stable export channels, the group is focusing its promotion efforts on a number of European and American countries—the United Kingdom, the United States, Germany, Thailand, as well as countries along the “Belt and Road”, such as Malaysia, India, Turkey, Vietnam, and Cambodia.

The group has stable copyright export bases in the United States, including through Cardinal Publishing House established by Phoenix International Publishing Company (PIP), Phoenix Group International (Australia) Company, Australia Xanadu Publishing House, and Jiangsu Qiuzhen Yilin Publishing Company. At the same time, it also works with important overseas book fairs such as the Frankfurt Book Fair in Germany and the London Book Fair in the United Kingdom, to find more opportunities for its books abroad.

Focusing on its international business, the group is committed to building a professional

team that develops export-oriented products and is familiar with the copyright export business. This includes conducting domestic and overseas training on international publishing and copyright business. After several years of work and practice, this team has gradually matured and is moving from the periphery of publishing to the center of publishing. In the future, it is expected to make new breakthroughs in copyright trade, physical export, and other aspects of international business.

Translators are a key part of the group's “going out” work. Through the establishment of the Overseas Sinologist Expert Database, the planning of the Foreigners Writing China Project, the selection and recruitment of foreign language editors within the group, and other measures, the group has comprehensively developed translation resources in multiple languages, with the goal of building a multilingual and professional translation team within five to ten years.

In the future, establishing product brands for international readers will still be the focus of our work. The group is committed to cultivating relationships with well-known writers in Jiangsu with international influence, exporting copyright in English, French, Russian and other major languages, expanding the scale of copyright export to neighboring countries and countries along the “Belt and Road”, and improving the quality of its content. ■

Peng Bo, President of CNS : China Has Entered A New Era of Reading

✍ By Yang Fan

China South Publishing & Media Group (CNS) is not only China's first leading publishing company with its entire production chain listed, but also a typical example of China's cultural system reform. China South Publishing & Media has been selected as one of the top 30 cultural enterprises in China for 13 consecutive years, ranking 6th among the top 50 publishing companies in the world. In terms of revenue, profit, asset scale, brand influence, award-winning projects, market share and other aspects, it ranks in the forefront of the country. For the past few years, in the face of changes in the market, China South Publishing & Media has been determined to forge ahead and actively explore, and vigorously promoted the transformation and upgrading of Xinhua Bookstore and its comprehensive market-oriented development. It launched a new product of "Reading Books for Primary and Middle School Students", and the sales of reading books on campus increased by 214%. In 2021, China South Publishing & Media achieved a revenue of 11.864 billion yuan and a profit of 1.48 billion yuan, an increase of 7.85% and 5.29%, respec-



tively. Under the combined influence of multiple pressures such as the impact of the epidemic, the economic downturn, and the implementation of the "double reduction" policy, it has achieved growth for two consecutive years, and its main economic indicators have maintained a leading position among local publishing groups in the country.

Facing the future, how does China South Publishing & Media view the development prospects of the publishing market, and how will it define its

position in the industry? Peng Bo, president of the China South Publishing & Media Group, gave his observations. As Peng Bo said, China has entered a new era of reading in an all-round way, and publishing organizations, including China South Publishing & Media, will surely do a lot in this new era.

China Publishers: How do you view the development trend of China's publishing industry in the past two years? What are the factors of change worth paying attention to?

Peng Bo: Generally speak-

ing, China's publishing industry is in a stage of steady growth. The overall scale of the book market maintained steady growth, and the growth momentum was gradually transformed. The differentiation of sales channels has intensified, and short video e-commerce has reshaped the business format. The digital reading industry is developing rapidly, and the market scale is expanding.

The scale of China's traditional book retail market maintained a growth rate of more than 10% from 2015 to 2019

(Note: Unless otherwise noted, the data quoted in this article are all from the “China Reading Industry Report” launched by the China South Publishing & Media Industry Research Institute). Affected by the epidemic from 2020 to 2021, the book retail market was basically stable. In 2021, the overall market size was about 220 billion RMB, of which the theme publishing market was about 20 billion RMB, the mass publishing market was about 75 billion RMB, the education publishing market was about 110 billion RMB, and the academic publishing market was about 15 billion RMB, basically recovering to the level before the epidemic.

In recent years, themed publishing has become a regular publishing mode and an endogenous publishing growth point. Especially in 2021, which was not only the centenary of the founding of the CPC, but also the “big year” of themed publications, 170 topics, which was the most in history have been selected for the key themed publications of the Central Publicity Department. Among the 28 kinds of books with sales of more than one million in the whole year, 17 kinds of books were related to theme publishing, showing a strong driving force.

The growth engine of mass publishing has shifted from upstream varieties to downstream channels. Popular publications often appear, but the logic of best-selling books has changed. Most of the best-selling books rely on the reform of new chan-

nels and the operation of new media. Online traffic not only determine channel sales, but also gradually affect upstream topic selection planning. In 2021, publishing and distribution companies and private planning companies landed in the capital market one after another, and Duke Culture, Zhejiang Edition Media, Guomai Culture, Long Edition Media, and Inner Mongolia Xinhua were listed one after another.

Educational publishing is still the main component of the book publishing market. With the normalization of the prevention and control of the Covid-19 epidemic, students have gradually resumed to go back school, and the education and publishing market has resumed orderly development. In recent years, the central government has successively issued a series of opinions on strengthening school aesthetic education and promoting the high-quality development of modern vocational education. The textbook publishing market for primary and secondary schools has ushered in a new growth point. The introduction of the “double reduction” policy has a great impact on the publication of teaching supplements, but with the increase of students’ leisure time, the demand for extracurricular reading materials will further increase.

Relatively speaking, the short-term growth of academic publishing is sluggish. Academic publishing is not only affected by the epidemic, but also

affected by the financial policies of colleges and universities “to live a tight life”, and the sales of database products and platforms, and the purchase of paper books and literature databases continue to decline. However, with the continuous increase of national support for academic publishing, the development of academic publishing in China will face a good opportunity in the long run.

In the field of channels, we see that the development of physical bookstores is difficult, and short video e-commerce represented by TikTok and Kuaishou is changing the market structure. In 2021, the sales volume of e-commerce channels was about 80 billion RMB, and the sales volume of brick-and-mortar bookstore channels was about 20 billion RMB. Short video e-commerce represented by TikTok and Kuaishou is developing rapidly, and the total sales volume was about 10 billion RMB in 2021.

The traditional e-commerce position is solid but the growth momentum has slowed down significantly. From the Open-book monitoring data, traditional e-commerce channels are still the main sales force, but with the continuous expansion of online store channels, online traffic has become saturated, and the number of new consumers that can be converted is gradually decreasing. The growth rate has slowed down significantly compared to previous years.

Live streaming and short video e-commerce are becoming

an important part of book sales channels. Content e-commerce companies represented by TikTok and Kuaishou were estimated to have 10 billion GMV in the book category in 2021. In 2021, live broadcast and short video selling built an ecosystem for Tik Tok book sales, with more than 450,000 books sold every day, giving a strong boost to the publishing market.

Brick-and-mortar bookstores are speeding up their search for transformation. The physical store channel is squeezed by the online channel, the trend of market contraction is irreversible, and the demand for channel transformation is more urgent. Taking the concept of new retail as the core, highlighting the immersive reading experience and the cultural concept of characteristic themes, and constructing the offline traffic entrance of cultural consumption, have become the main direction of the transformation of the current brick-and-mortar bookstore.

The distribution channel of the library remained stable. In 2021, the sales volume of the library distribution market was estimated to reach 10 billion RMB, which was basically the same as that in 2020; the kind of dynamic sales reached 1,184,100, which was basically the same as that in 2020; in the case of a year-on-year decrease of 1.42% in the number of sales volume, the stability of the total volume of the library distribution market in 2021 was mainly driven by a slight increase in

average pricing.

China Publishers: It has been 14 years since the Chinese government advocated “reading for all”. With the deepening of the activity, how do you see the prospect of China’s reading market? How should China South Publishing & Media respond to this?

Peng Bo: In my opinion, China has entered a new era of reading in an all-round way. There are the following evidences:

First, in recent years, the reading rate of books in China has shown an upward trend year by year. In 2021, the comprehensive reading rate of adult nationals in the country was 81.6%, and the per capita reading number of paper books reached 4.76, of which the reading rate of minors aged 0-17 was 83.9. %, and the per capita reading number of books reached 10.93. Campus reading and lifelong reading are becoming the new normal of cultural consumption. Since 2014, “National Reading” has been included in the government work report for 9 consecutive times. From “advocacy” to “vigorous promotion” to “in-depth promotion”, the central and local governments have paid more and more attention to reading for all. Especially in April this year, the Publicity Department of the CPC Central Committee held the first national reading conference. General Secretary Xi Jinping personally wrote a letter. The concept of reading is deeply rooted in the hearts of the people, and the atmosphere of reading book is increasingly strong.

Lezhi Bookstore



Second, the reform of China’s college entrance examination system is constantly advancing. One of the biggest changes and highlights is the transformation from the skills of the students to the knowledge structure and reading ability of the students, not only the content of the textbooks, but also a lot of extracurricular knowledge. For example, in the past, the number of words on the college entrance examination Chinese exam paper was about 6,000 to 8,000, but now the number of words is generally around 10,000. Taking the language college entrance examination paper in Hunan Province as an example, the number of words in 2017 was 7782 words, and in

2020 it increased to 9509 words, an increase of 22.19%, reflecting the trend of the college entrance examination reform attaching importance to students’ reading ability. In particular, this year’s college entrance examination is also the first college entrance examination after the “double reduction”. The college entrance examination in Hunan, especially the mathematics test paper, has been called “the most difficult in history”. However, from the statistics of the whole province, the overall results of the college entrance examination in Changsha No. 1 Middle School are relatively high. Why? Because Changsha No. 1 Middle School has always followed the concept of quality education,

especially the cultivation and improvement of students’ reading comprehension ability and social practice ability. The role of reading comprehension in the new college entrance examination will become more and more important in the future.

Third, in August 2022, the Chinese Writers Association held a series of activities in Hunan. Some well-known writers, such as Mo Yan, Liu Cixin, Mai Jia, etc., were highly popular, especially among young readers. From former star chasing to current chasing writers, it reflects the far-reaching impact of reading on society and books promoting the progress of society.

Fourth, government agencies, enterprises and institutions have increasingly attached importance to the building of learning organizations. Many units hope to set up their own book bars, reading rooms, etc. For example, the general office of the provincial government has dedicated a space to set up bookstores. Another example is our Lezhi Bookstore, which has attracted a lot of popularity and is often full of people.

What should China South Publishing & Media do next?

The first is to focus on the campus reading project. Deeply cultivate the campus reading market, innovate reading products, and improve the service system. Firstly, promoting the reading of classic books on the basis of “four-dimensional reading”. The group recommends about 50 classic books of world culture. Through the reading of the

whole books and intensive reading throughout elementary school to high school, we will promote the basic formation of students' correct "views of life and values", and cooperate with the education department to complete the mission of what kind of people to cultivate, how to cultivate people and for whom. Secondly, building a subject reading department for primary and secondary school students with 500-700 books. It is recommended that parents choose books that are suitable for their children's age and subject preferences, so as to cultivate subject interest. Thirdly, Developing related books and departments of other disciplines such as art, science, etc., and improving the "four-dimensional reading" system according to the overview of the knowledge points of various disciplines by the Ministry of Education. Fourthly, helping teachers build a reading department, promoting teachers' reading, and building a group campus reading system as a whole. Actively explore and promote the "shared bookstore" model, optimize supporting products and services, and allow students to read more books at a lower economic cost.

The second is to prepare for the Hunan Reader's Festival. Combining a series of activities, preferential book sales, holding lectures, media promotion, etc., it calls on the whole society to participate, spreads and promotes throughout the province, and serves and promotes reading for the whole people. If we want to expand the influence and dissemination power of traditional

publishing, we must cultivate the reading market. The best means is to use administrative power to promote, undertake major events, create a reading atmosphere, and cultivate reader groups. Hold the New Era Publishing Summit Forum, gather high-quality publishing resources, creative resources, and writer resources from across the country and the world, and build Hunan into a central highland for publishing in the new era.

The third is to serve the "New Era Mountain and Township Creation Plan" and "New Era Literary Climbing Plan" carried out by the Chinese Writers Association as an opportunity, based on Hunan and the whole country, pay close attention to emerging writers, build a new group of writers, and gather the resources of leading writers to consolidate the Group's advantages in the original literature sector.

China Publishers: *In the field of cultural "going out", what achievements has China South Publishing & Media achieved and what experience does it have?*

Peng Bo: As the world's second largest economy, China has increasingly moved to the center of the international stage. The most urgent thing at present is to strengthen cultural self-confidence, improve cultural soft power, let the world recognize China, and let China influence the world. It is necessary to actively play the main force of cultural "going out", give full play to the advantages of content, channels, capital and talents, and make new break-

throughs in many aspects such as "going out" in book copyright, "going out" in educational foreign aid, "going out" in printing services, and "going out" in cultural exhibitions. Build a powerful flagship enterprise in China's cultural industry, a leading global publishing base with dissemination power, and an influential cultural platform for going global.

First, focus on strengthening content output. Keeping up with major current political hotspots, focusing on themed publishing and classic publishing, based on the reading and cultural habits of overseas readers, innovating expression and presentation carriers, transforming national ideas and traditional culture into international publishing topics, creating an international market-oriented content and product clusters, expanding the volume of copyright export and publication export. Focus on planning and publishing "This Decade", launching multilingual versions for overseas readers, and describing great achievements with small cuts. At the same time, it actively promotes cooperation with well-known overseas publishing institutions such as Pearson Group and Penguin Random, translates the classic works of Chinese excellent traditional culture, and exports them in a large scale and systematically, so as to tell Chinese stories and spread Chinese culture well to the world.

The second is to focus on foreign aid in education. Ac-

tively contact the Ministry of Commerce to seek support, and do a good job in the implementation of key projects such as aid to Cambodia and education technology in South Sudan. Bring educational foreign aid, a new method and new model of cultural and educational international exchanges that can "go out" and "go in" to more countries along the "Belt and Road". Promote the dissemination of China's high-quality educational products and advanced educational concepts, and improve the cultural identity of the overseas younger generation to China.

The third is to focus on deepening international exchanges and cooperation. Actively conform to the trend of online and offline integration in the post-epidemic era, and continuously expand the international "circle of friends" through international book fairs, overseas activities, cultural exhibitions, copyright trade and other forms. Actively explore new channels and models for overseas marketing and promotion, promote cooperative publishing, join overseas social platforms, and improve the effect of international communication. Actively export printing production capacity, extensively participate in government assistance, overseas bidding, online exhibitions, and enterprise cooperation, broaden the channel for cultural exportation, and promote cultural "going out" to go wider and wider. ■

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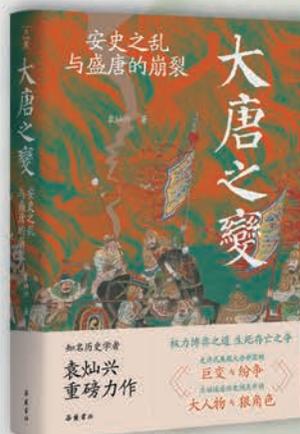
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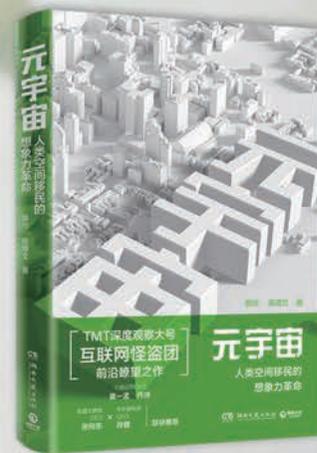
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Price: ¥59.80
Publisher: China South Booky Culture Media Co., Ltd.

“A book that attempts to define, interpret and prospect the metaverse from the perspective of humanities and technology.”

Shanghai Century Publishing Group to Show “Shanghai Style” at Frankfurter Buchmesse

✍ By Zhang Cancan

The Frankfurter Buchmesse is one of the oldest, largest, and most prestigious book fairs in the world. It provides an important stage for publishers, agents, and librarians from all over the world to do copyright transactions, publishing business, and cultural exchanges. Over the years, Century Publishing has been committed to carrying out multi-channel and multi-level foreign cultural exchanges, extensively participating in international cooperation, and building cultural exchange platforms. Since its establishment, the group has sent the professional team composed of copyright managers and editors to participate in the book fair every year, and has achieved fruitful results in copyright trade, international cooperation, and exchanges. Since 2009, the Group has set up an independent booth at the book fair, which has become an important platform to display the current achievements of Shanghai Publishing and enrich the practical experience of China publishing industry. It is also an important long-term development strategy in the Group’s layout and implementation of cultural “Going Global” and comprehensively improving

Readers at the Century Publishing booth.



international communication capacity.

Give full play to the advantages of professional academic publishing and better tell Chinese stories on the world stage

Over the years, the Group has always adhered to the perspective of national and social development, concentrated on high-quality resources and strengths for international publishing. Taking the opportunity to participate in large-scale international book fairs such as the Frankfurter Buchmesse, it focuses on promoting titles including *Civilizational State*,

Chinese Legend: History of Pudong Development, *How the Great Wonder is Created* and many other themed publications reflecting contemporary Chinese philosophy, spirit, and path. In addition, the promotion of *Revolutionaries*, *Cradle of brightness* and other themed publications were dedicated to the 70th anniversary of the founding of the People’s Republic of China. These publications provide important channels for in-depth communication between China and the world, and they lay a good foundation for China publications to “Going Global”.

In 2017, the Group authorized *Shanghai Mathematics*

textbook of English version to Harper Collins Publishing Group for publication and distribution. During the period, Harper Collins Publishing Group organized an international team of experts to translate the textbook “as faithfully as possible to the original text”, so as to make the core content and mathematical ideas of the textbook as complete and accurate as possible, while maintaining the excellent teaching resources and methods of the original textbook for students in English-speaking countries. In 2018, Harper Collins Publishing Group held the premiere ceremony of the new title *Real Shanghai Mathematics*

at the Frankfurter Buchmesse, announcing the official publication of this set of textbooks. This is the first time that China's primary and secondary school textbooks have entered the national education system of developed countries in Europe on a large scale.

In order to make contributions and improvements to national cultural image, the group released *Cultural China* series of foreign language version at the Frankfurter Buchmesse in 2018, which is the key project of the national cultural "Going Global", undertaken by Shanghai Press and Publishing Development Co., Ltd. With its creative expression of traditional Chinese culture and considerations of local reading habits, the brand has been loved by readers around the world and recognized by overseas markets.

Deeply cultivate copyright transactions, effectively promote international exchanges

In order to better explore the "Shanghai Model" of foreign cooperation and seek the practical effect of Chinese publishing overseas, Century Publishing and Frankfurter Buchmesse jointly launched a new book fair project called "Shanghai Morning", which aims at focusing on Chinese originals and establishing Shanghai brand, and is committed to telling contemporary Chinese stories, promoting international publishing cooperation, and building a more disseminated and influential international copyright promotion platform for "Going

President Kan Ninghui participated in CEO talks



Global". The series of activities of the "Shanghai Morning" International Publishing Theme Day cover the release of *Century Top 50 Titles*, the copyright promotion of the *Cultural China* series, CEO talks, and business negotiations. CCTV Evening News, Dragon TV, Dragon News and many other TV media reported on this event. The dissemination promotes key original and new titles to global publishing peers, fully demonstrating the fruitful achievements of Shanghai Publishing in highlighting dominant values, focusing on original contents, promoting copyright trade, and motivating cultural transmission.

In 2019, under the guidance of the Shanghai Press and

Publication Bureau, Information Office of Shanghai Municipality, and jointly organized by Century Publishing, Shanghai Writers Association, Shanghai Sinan Mansion, and Shanghai Siwen Community Cultural Development Promotion Center, the Sinan Reading Club was successfully held in Frankfurt. This is the first time for the Sinan Reading Club to be held abroad. Under the theme of "From Shanghai to Frankfurt — Literary Exchange and Reading Promotion from a Global Perspective", Sun Ganlu, Vice Chairman of Shanghai Writers Association, Michael Kahn-Ackermann, a famous German sinologist, and Luo Li, Senior Vice President of China Lit-

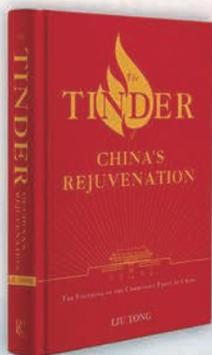
erature Group, talked about the new trends of literary creation, publishing and reading in China.

The 2022 Frankfurter Buchmesse will be held from October 19th to October 23rd. Century Publishing will focus on the promotion of books to international publishers and organize its subsidiaries—Shanghai People's Publishing House, Shanghai Literature and Art Publishing House, Juvenile & Children's Publishing House, Shanghai Music Publishing House, Shanghai Scientific and Technical Publishers, and Shanghai Press and Publishing Development Co., Ltd.—to participate in offline and online book fairs. The Group's exhibition focuses on social science, traditional culture, literature, STM, and children's, as well as English and Chinese-English bilingual version books.

The Tinder of China's Rejuvenation, Revolutionaries, China's Miracle in Foreign Trade, Carbon Neutral — A Revolution Triggered by Global Warming, Minimal History of Arts and Crafts, Porcelain China, Wang Yangming's Mind Study, Ask for Music — Chinese Folk Music Culture, Chinese Craftsmen in Classics, and many original high-quality books will meet with international counterparts at the Frankfurter Buchmesse. At the same time, through online exhibitions, the publishing subsidiaries of the Group will also actively conduct online copyright trade and continuously expand the influence of Century Publishing. ■

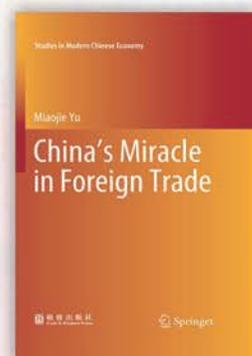


上海世纪出版（集团）有限公司



**The Tinder of China's Rejuvenation:
the Founding of the Communist Party of China**
99.95 USD
Liu Tong
Shanghai People's Publishing House

This book traces back to the origins of the Communist Party of China, the People's Republic of China, and history of Socialism with Chinese characteristics. It analyzes how the CPC stood out from all the other parties on the road to China's rejuvenation and how it created a model suitable for China's survival and development.

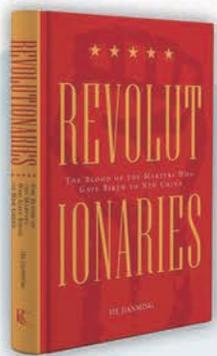


**China's Miracle
in Foreign Trade**
151.7 USD
Yu Miaojie
Truth & Wisdom

This book mainly analyzes the past 40 years of import substitution. In the second, it analyzes the impact of China's economic growth on Chinese firms in the context of globalization and China's newly

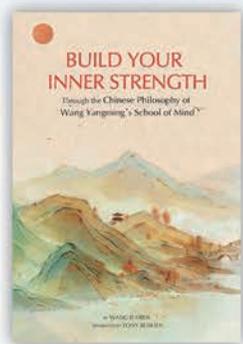
Revolutionaires
57.95 USD
He Jianming
Shanghai Literature & Art Publishing House

Revolutionaires is a song of righteousness dedicated to the revolutionary martyrs who gave their lives in the founding of the People's Republic of China.



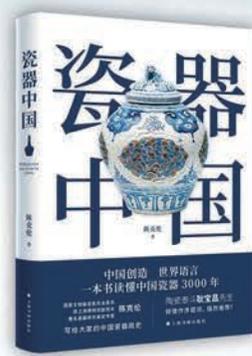
**Warm War-A Fashion Revolution Triggered
by Global Warming**
78 RMB
Shen Yadong
Shanghai Scientific & Technological Education Press

This book systematically shares 36 fashion aspects including society, environment, life, innovation, literature and art, university, etc. This book is suitable for everyone in the 21st century.



Build Your Inner Strength
18.95 USD
Wang Jueren
Shanghai Press & Publishing Development Co., Ltd.

This book uses Wang Yangming's principles to describe the School of Mind in simple terms to enable you to understand your original self and go on a journey of self-cultivation.



Porcelain: The Story of China
118 RMB
Chen Kelun
Shanghai Fine Arts Publishing House

The book uses a large number of high-definition images to show the 3000 years of development of the profound spiritual culture of the Chinese nation.

**Tracing the Sounds of Heritage: Guidance Appreciation
of Chinese National Musical Instruments**
158 RMB
Mei Hongfu
Shanghai Music Publishing House

A title leads you to discover the Chinese Folk Music. With 15 Chinese traditional musical instruments, it tells you their histories, their structures, and shows you the character of Chinese people.



Chinese Craftsmen in Classics
88 RMB
Zhan Chuanhai
Shanghai Scientific & Technological Education Press

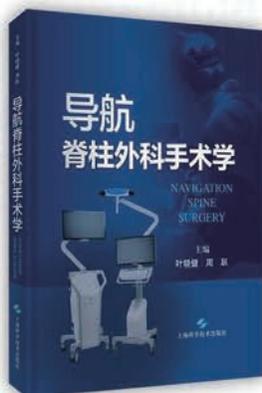
This book systematically sorts out the records of Chinese culture, traces the origins of the various legends, interprets them with wit, and retells the interesting popular science stories.

Rights Contact: scpg_christine@163.com
Phone: 86-15901855543

icle in Foreign Trade

om Press

ly focuses on the miracle of China's foreign trade in
ars from five perspectives: first, it briefly reviews the
ution strategy China adopted before its opening-up;
yzes the export-oriented strategy that contributes a lot
onomic growth since 1980s; third, it discusses the
le liberalization and China's participation in WTO on
; forth, it addresses the deepening opening-up in the
bal financial crisis; last, it provides policy advice on
conducted all-around opening-up strategy.



Navigation Spine Surgery

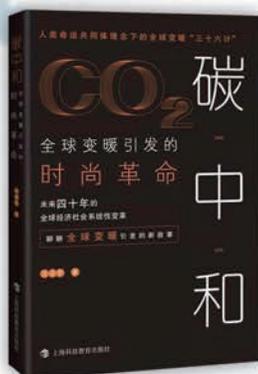
198 RMB
Ye Xiaojian, Zhou Yue
Shanghai Scientific & Technical Publishers

This book is about the application of navigation in spine surgery, as well as the precautions, possible problems and countermeasures in the application process. Such valuable experiences will help clinicians understand and master the essence of navigation surgery.

ed

Publishing House

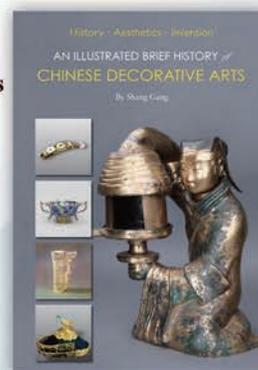
stories in nine
space, finance,
and philosophy.
t century.



An Illustrated Brief History of Chinese Decorative Arts

19.95 USD
Shang Gang
Shanghai Press & Publishing Development Co., Ltd.

The Chinese decorating art is an ageless tradition of exquisite craftsmanship. Well researched and richly illustrated with more than 200 artefacts, this book reflects the Chinese mind and cultural heritage.



ory of China

ts Publisher

oritative and popular language with a large
nition pictures to tell the three thousand
ment of Chinese porcelain, showing the
world and aesthetic sensibility of the



The Little Bear Baozi's Great Fantasy Series Picture Book: The Strange, Strange School of Bears

42 RMB
Written by Qin Wenjun Illustrated by Duan Erduan
Juvenile and Children's Publishing House

The boy Xiong Doudou has a bear, which is kind of like a teddy bear, called The Little Bear Baozi. It can occasionally do magic and surprises all.

ublishing House

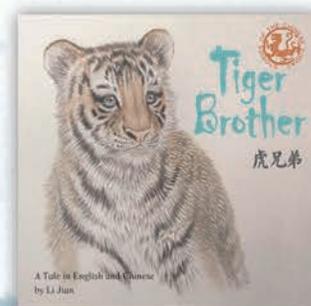
ds of the scientific
ics of traditional
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hem with vivid and



Tiger Brother

16.95 USD
Li Jian
Shanghai Press & Publishing Development Co., Ltd.

A story about bravery, love, and promise, it also introduces the characteristics of people born in the Year of the Tiger and the origin of the Siberian tiger.



APG: High-quality Books That Promote Chinese Culture and Anhui Style and Charm Go Overseas

By Zheng Ke

In recent years, Anhui Publishing Group (APG) has attached great importance to the work of “going out”, deepening cultural exchanges with foreign countries, vigorously promoting book copyright trade, establishing international cooperation, and bringing more high-quality books and cultural products about Chinese culture and Anhui style to foreign readers.

From 2016 to 2020, the group exported more than 3,000 copyrights to more than 30 countries and regions such as the United Kingdom, the United States, Germany, Russia, Poland, Japan, and South Korea. It became a benchmark enterprise in the field of international cultural cooperation and its international influence steadily increased.

The group also promotes the cross-border development of “culture + technology” and “culture + tourism”, and carries out cultural exchanges and capital operations. By paying attention to the construction of international cooperation networks, the group is strengthening its capital cooperation with countries along the “Belt and Road” and neighboring countries.

In 2021, the group overcame the adverse impact of the pandemic, and the total amount of copyright exports ranked among the top in the country. Thirty-three

projects were selected as national-level “going out” key projects, six units were selected as national key cultural export enterprises, and four publishing houses were selected into the “Top 100 Influential Publishing Houses in China’s Overseas Collections”.

In 2022, the group will continue to adhere to high-quality development, using books as a carrier, culture as a bridge, and trade as a link, through content building projects, talent training, and promoting “going out” to improve quality and efficiency.

“Going Up”: The group will focus on telling stories of contemporary China and the achievements of China in the new era, considering both what stories need to be told and what readers want to know, to create high-quality masterpieces that integrate China and foreign countries.

“Going Out”: Aiming to promote cross-border integration and technological innovation, and expand integrated products and services, the group will develop and export new cultural services such as digital publishing and creative design.

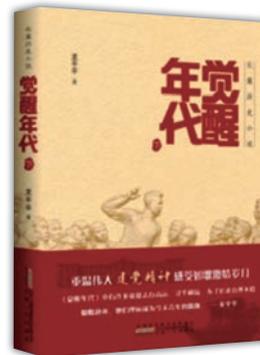
“Going In”: The group will further improve international communication channels and strengthen cooperation with countries and regions along the “Belt and

Road”. Working with a core circle of overseas strategic partners, the group aims to deepen its communication abroad.

“Coming In”: The group will continue to promote the construction of an international talent team, implement the “going out” talent project, and cultivate a high-quality and professional export-oriented publishing team. This team will provide support for the group to implement its internationalization strategy.

Recommended Books for the Frankfurt Special Issue:

The Age of Awakening



This historical novel tells the story of the founding of “Youth Magazine” in 1915, and ends in 1921 when “New Youth” became the official publication of the Communist Party of China. It follows the lives of the publication’s founding contributors Li Dazhao, Chen Duxiu, and Hu Shi. Figures including Mao Zedong, Zhou En-

lai, Chen Yannian, Chen Qonian, Deng Zhongxia, Zhao Shiyan and other revolutionaries are also depicted, alongside unfolding historical events in the New Culture Movement, the May 4th Movement, and the establishment of the Communist Party of China.

The 24 Solar Terms



The 24 solar terms are derived from observations of nature, heaven, and earth by the ancient people, and are used to explain the great wisdom and creation of human beings. They can also be seen as a window to traditional culture in China. With spring, summer, autumn, and winter as themes, this book for children is accompanied by colorful illustrations and interesting three-dimensional pages. It introduces children to the solar terms of each season and related concepts like seasonal characteristics, traditional customs, and more.

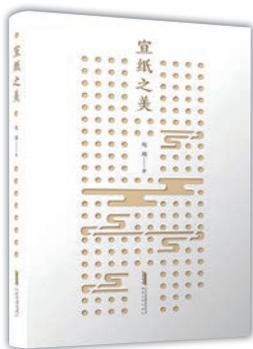
For This Greenness

This book presents the devel-



opment of Anhui Province, its invaluable assets, and the integrated development of the Yangtze River Delta. It vividly describes the arduous exploration and achievements of the three rounds of pilot projects to establish the first cross-provincial river basin ecological conservation mechanism in China, and portrays the struggle of the people of Anhui and Zhejiang provinces in the Xin'an River basin to jointly pave the road to a green future. Readers of this book will learn the value and practical significance of the ecological preservation system Anhui Province achieved

The Beauty of Xuan Paper



This book explores the history of rice paper and its creation, as well as the calligraphy and painting done on rice paper. Many well-known figures in China have expressed love for rice paper through the ages. This book reveals the past and present uses

of rice paper, then analyzes its position in China's cultural atmosphere of "harmony between man and nature". Through the detailed description and in-depth analysis of the birth of rice paper in southern Anhui, this book also showcases Southern Chinese culture.

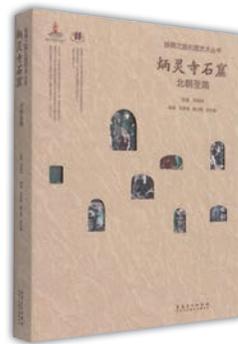
The Birchbark Canoe



Through the perspective of a youngster of the Oroqen ethnic group, Hou Lang, this book tells a story of three generations of his family that lived in the mountains for more than 60 years. His grandfather went down the mountain with the clan when he was nine years old, and later followed his family's craftsmanship tradition of making birch bark boats. The young boy always wanted to go back to the mountains to find the glory of his clan. So he crosses the river with his grandfather's birch bark boat, walks into the vast forest. There he rescues an injured roe deer and brings it into the city, triggering a series of interesting stories. The young boy also discovers how the fate of the Oroqen people is linked together by traditional craft of making birch bark boats.

Silk Road Caves Art Series: Binglin Temple Caves

Temple cave art emerged



along with the communication and exchange of folk Buddhist culture, and it was one of the earliest practices of the evolution and spread of Buddhism in China along the Silk Road. Binglin Temple Caves is home to the earliest example of this kind of art, together with the Dunhuang Grottoes and Maijishan Grottoes—known collectively as the three major grottoes in Gansu.

After 1,600 years of construction and sculpture, and through the Western Qin, Northern Wei, Northern Zhou, Sui and Tang Dynasties, Song, Western Xia, Yuan, Ming, and Qing dynasties, there are 216 caves, more than 800 sculptures, and more than 1,000 square meters of murals in the Bingling Temple Caves, known as "the encyclopedia of Chinese grottoes".

Four Chinese Masters' Works: AR Version



This book combines AR technology with China's four fa-

mous novels. Based on the original content, AR technology brings to life these well-known characters and environments. The text has been turned into pictures, sounds, and animations. It is an innovative fusion of modern technology and traditional culture. The book is available as an app for both iOS and Android, and includes audio resources for each chapter. Listen to the story anytime, anywhere, and feel the charm of the classics. The encyclopedia of famous works is attached at the end of each chapter, which supplements the reader's knowledge of characters, buildings and other elements in the stories.

This is China Series



"This Is China: China Engineering" is a set of three volumes that includes "Hello, Chinese Port", "Hello, Chinese Road" and "Hello, Chinese Bridge". These volumes portray the hard work of Chinese people, relying on their own knowledge and skills to create many world-famous world projects. "This Is China, China's Moon Exploration", a set of four volumes, includes "Wow, the Moon", "Fly, Chang'e", "Come on, Jade Rabbit", and "Hello, Moon Village". These books offer a deeper look at China's lunar exploration. ■

Opening to the New Future: Zhejiang University Press Pursues Professionalism and Innovation

✍ By Xu Qian

Founded in 1984, Zhejiang University Press is a national first-class publishing house supervised by the Ministry of Education of People's Republic of China and sponsored by Zhejiang University. With 40 years' development, It has become a comprehensive publishing house with various publishing qualifications such as books, periodicals, electronics, audio-visual products, digital and online products, etc. Its publishing scope covers arts, social science, science, engineering, agriculture, medical science, and among other things. The publishing idea of Zhejiang University Press is to lay solid academic foundation and produce contemporary fine works.

I. Pragmatic High-End Academic Publishing

Academic journals are an important product form of academic publishing as well as a carrier and transmission channel for academic teaching and research achievements. The cluster construction of academic journals of Zhejiang University has developed rapidly, with the number of categories reaching 30 by 2022, including 17 English science and technology journals, 10 Chinese science and technology journals, and 3 arts and social sciences journals.



The publishing house works with some of the world's top science and technology publishing companies, including Oxford University Press, BMJ, and other industry leaders. Among the journals of Zhejiang University Press, 8 categories are collected by SCIE (two in Q1 section, five in Q2 section), 4 categories are included in the EI database, 5 categories are selected into the IM database, 7 categories are chosen by the Project for Enhancing International Impact of China STM Journals (PIIJ), 7 categories are incorporated into the Project for the Remarkable Action of China STM Journals, 1 category is included in the national STM Journal funding project. The English edition of the *Journal of Zhejiang University-SCIENCE A* has been nominated for the Fourth Chinese Government Award for Publishing. The English edition of *Journal of Zhejiang University*

was nominated as the "Outstanding Publisher of International Academic Publishing" at the London Book Fair in 2017, alongside international well-known publishing groups from France and Australia.

Academic monographs, in addition to periodicals, are an important form of academic publishing. There are 508 academic works, accounting for 45.2 percent of the 1,123 new books published by Zhejiang University in 2021, which meet the criteria of topic selection structure for university publishing houses. Zhejiang University Press determines the direction of publishing based on publishing conditions and social needs, and cultivates its own product lines for various disciplines. The product line of economic development and social governance takes major issues of social and economic development and national strategies as the core, and continuously pays attention to the modernization of the governance system and governance capacity, legal construction, supply-side reform, high-quality development, construction of the Yangtze

River Economic Belt, integrated development of the Yangtze River Delta, and the "Belt and Road" Initiative.

II. Inheriting and Publishing Classic Literary Works

Zhejiang has a rich cultural history, producing numerous paintings and calligraphy works, as well as excellent works by cultural celebrities. Zhejiang University Press began the national cultural publishing project of "The Series of Ancient Chinese Paintings" in 2005, with the original intention of serving the strategy of "developing the country through culture." The project's Chinese painting and image literature publication scale ranks first among similar publications to date, with the most complete collection, the most authentic image record, and the highest printing quality. The published parts have been collected by important cultural institutions around the world such as the National Library of China, UNESCO, the Library of Congress, the British Library, Bibliothèque Nationale de France and Staatsbibliothek zu Berlin. These accomplishments have made significant contributions to the Chinese nation's fine traditional culture, conducting active rescue and protection, and

the construction of a cutting-edge academic research platform, propelling China's art publishing industry into the ranks of the world class and promoting international cultural exchanges.

In the field of literature and classics, Zhejiang University Press also undertakes the important task of publishing the "Zhejiang Literature Collection", which mainly includes works by Zhejiang authors of Zhejiang origin or residing in Zhejiang. There are nearly 100 kinds of the included works, which are created in ancient or modern times. The ancient books are regarded as "hard nuts" by the academic circle. On the one hand, the works included in the project were all created by the most important scholars in history; on the other hand, the collections of these scholars had not previously been sorted out, and it is now necessary to sort out and publish them, which will greatly promote academic progress. The publication of each collection of books has been highly appraised by the academic community. The 12 volumes of *the Complete Works of Yu Dafu* were reviewed by the academic community as the authoritative collection of Yu Dafu's works with the most complete materials and the highest proofreading quality, and won the book nomination award of the first Chinese Publishing Government Award.

III. Upholding a Long Educational Tradition with Professional Educational Publications

One of the important ways for Zhejiang University Press, as

a university-affiliated publishing house, to serve the university's Double First-rate construction is to promote the integrated development, transformation, and upgrading of teaching services by publishing college textbooks in a new form. Zhejiang University Press actively responds to the development trend of higher education, vocational education reform, and education informatization by innovating the textbook development concept. With the new trend of education reform, new discipline directions, and new changes in education model and means as guides, and with the assistance of the platform of the Engineering Education Committee of the China Association for Higher Education (CSEE), Zhejiang University Press conducts several rounds of nationwide solicit contributions to construct production lines in the fields of artificial intelligence, robot engineering, data science and big data technology, cyberspace security, new engineering general education courses, and create several professional high-quality college textbooks for majors such as photoelectricity, materials, electrical engineering, mechanical engineering, civil engineering and computer science.

Zhejiang University Press's strengths in the field of youth education include science examination teaching auxiliary products and discipline competition tutorial books. Over the years, the press has emphasized the mathematics product line's talent advantage and resource advantage. The press has supplemented reference books for daily learning and competitions

of disciplines such as physics and chemistry on the basis of the in-depth development of the mathematics product line, and many of these reference books have become the benchmark of the counterparts.

IV. Participating in International Cooperation with an Open and Confident Attitude

In the past decade, Zhejiang University Press, depending on the construction of "the Double First-rate" disciplines and taking the world's top academic publishing frontier as a reference, has actively constructed its own international publishing cooperation mechanism, striving to achieve the goals of first-rate university, first-class academic and first-class publishing. While fully integrating into the international first-rate academic publishing circle, the press also actively cooperated with the academic publishing of developing countries of the "Belt and Road" Initiative and built the nation-level academic publishing cooperation community of the Belt and Road Initiative. The press has established strategic cooperative relationships with many internationally well-known publishing companies, such as Springer Nature, Elsevier, Oxford University Press, and Taylor & Francis Group. In successive years, it has been rated as one of China's top 10 book companies with influence in overseas book collection.

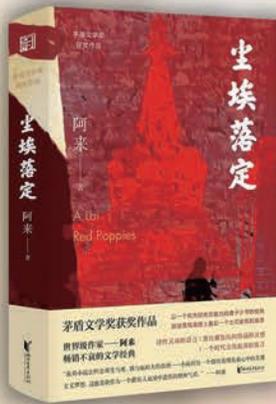
Zhejiang University Press's overseas standing has also grown. By participating in international book fairs such as Frankfurter

Buchmesse, London Book Fair, Sharjah World Book Fair, and French Book Salon, as well as joining professional publishing associations such as Association of Learned and Professional Society Publishers (ALPSP) and International Association of Scientific, Technical and Medical Publishers (STM), Zhejiang University Press has established a deep friendship and solid cooperation with international publishing colleagues. In cooperation with Springer, the press published the *Advanced Topics in Science and Technology in China*, which has more than 100 categories, nearly 1 million downloads, 1.33 million clicks, and was included by Scopus and IE. At the 2021 Beijing International Book Fair, the press and Cambridge University Press jointly hosted the book launch of the English version of *Rumor in the Chinese Empires and An Early Modern Economy in China: The Yangzi Delta in the 1820s*. According to expert reviews, the publication of both books is a good example of first-rate scholarship and first-rate publishing. In addition, the press also cooperated with Palgrave Macmillan to publish the English edition of *the China's Economic Transformation and Innovative Development Series*, which explored China's contemporary economic reform and transformation. The Chinese version of *Win at the Turning Point* also won the official grand prize of the China's Excellent Publications Award, and the English version was shortlisted for China's New Development Award of Springer Nature 2020. ■



浙江出版联合集团 浙江出版传媒股份有限公司

Zhejiang Publishing United Group



Red Poppies: A Novel of Tibet

Author: A Lai
 Publication Date: 2020.09
 Format: Paperback
 Price: ¥49.00
 Publisher: Zhejiang Literature & Art Publishing House

A lively and cinematic twentieth-century epic, this book focuses on the extravagant and brutal reign of a clan of Tibetan warlords during the rise of Chinese Communism.



The Cl
 Author:
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The Red Boat Sets Sail

Author: Ding Xiaoping
 Publication Date: 2021-7
 Format: Hardcover
 Price: ¥58
 Publisher: Zhejiang Education Publishing House

The book centers on the South Lake red boat in the city of Jiaxing. Through vivid plots and details, combined with macro and micro narratives, from the past to the present, it shows the source of CPC's progressiveness - "Red Boat Spirit" in a three-dimensional way.



Book of Hand Surgery (6 volumes)

Author: Lao Jie, Xu Jianguang, Tian Guang
 Publication Date: 2021.12
 Format: Hardcover
 Price: ¥2375
 Publisher: Zhejiang Science and Technology Publishing House

It is the first set of hand surgery academic monographs in China based on the subgroup classification of the Chinese Medical Association Hand Surgery Branch. The authors are scholars and experts in the field, representing the highest level of hand surgery in China and overseas in recent years.



Woodcut Illustrations of the 16-17 Century Chinese Drama Books

Author: Dong Jie
 Publication Date: 2022-6
 Format: Hardcover
 Price: ¥1688
 Publisher: Zhejiang People's Fine Arts Publishing House

This book reveals the world of printmaking and print culture in the 16-17 Century Chinese. This book aims to restore ancient books, thus providing images that are closest to the original works for the study of the history of printmaking, so that readers can appreciate the elegant taste of the ancients, which can be defined as the concept of "books as art".



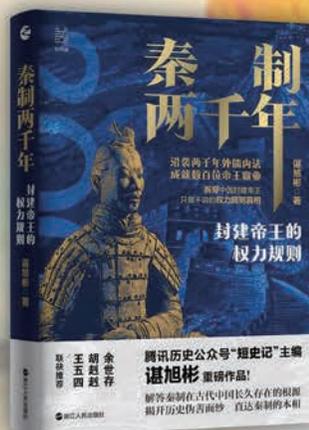
The New Clas
 Zhejiang's Cor
 Author: Li Zhong
 Publication Date
 Format: Paperb
 Price: ¥58
 Publisher: Zheji

The book
 successful exp
 Cooperation, the
 Comrade Xi Jinp

Two Thousand Years of Qin System: Power Rules of Feudal Emperors

Author: Shen Xubin
 Publication Date: 2021-7
 Format: Hardcover
 Price: ¥88
 Publisher: Zhejiang People's Publishing House

This book is a masterpiece on the history of ancient Chinese political systems. It selects 16 historical cross-sections and focuses on exploring the historical truth of the lives of the people behind the flourishing age of each feudal dynasty.



Memories of Jiang Nan

Author: Wang Xufeng
 Publication Date: 2022.01
 Format: Paperback
 Price: ¥68
 Publisher: Zhejiang Literature & Art Publishing House

The novel describes the ups and downs of a family and the fate of the tea men in the Yangtze River in the past 20 years before the founding of New China.

Chinese Approach to Common Prosperity

Author: Zheng Yongnian
Publication Date: 2022-5
Format: Hardcover
Price: ¥78
Publisher: Zhejiang People's Publishing House

Zheng Yongnian details the endeavors related to common prosperity in the countryside and how it can be achieved to the world.



The Sun and the Mayfly

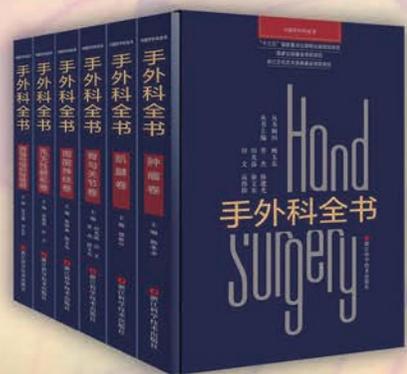
Author: Tang Tang
Publication Date: 2021.10
Format: Paperback
Price: ¥48
Publisher: Zhejiang Juvenile and Children's Publishing House

A mayfly who has only one day's life meets the sun and makes friends in nature. The story is full of contrast the little mayfly and the eternal sun, the smallness of life and the richness of nature.

A Brief History of Chinese Grottoes

Author: Chang Qing
Publication Date: 2021.12
Format: Hardcover
Price: ¥138
Publisher: Zhejiang Ancient Books Publishing House

The book systematically sorts out the process of the development and prosperity of Chinese grotto art, and describes its historical context of the acceptance, transformation and inheritance.



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Basic of Mountains and Seas: Common Prosperity Road

Author: Zheng Yongnian
Publication Date: 2022.05
Format: Paperback
Publisher: Zhejiang Photographic Press

The book focuses on the 20 years' changes of the experience of Zhejiang Mountain-Sea model of common prosperity guided by the author's thinking when he worked in Zhejiang Province.



Discovery of Lost Civilizations: Record of Liangzhu Kingdom

Author: Liu Bin
Publication Date: 2022.07
Format: Paperback
Price: ¥68
Publisher: Zhejiang Ancient Books Publishing House

The author is the discoverer of the ancient city of Liangzhu. The book records the discovery and acknowledging process of Liangzhu Kingdom in detail.

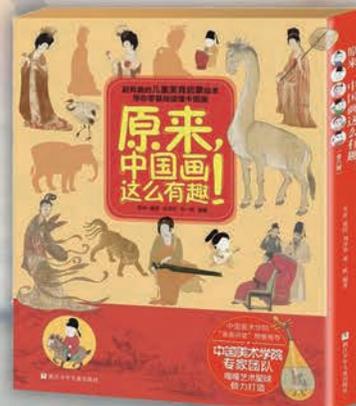


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Lovely Chinese Paintings

Author: Li Si, Yu Ting, Liu Zehua, Deng Yifan
Publication Date: 2022.6
Format: Paperback
Price: ¥156
Publisher: Zhejiang Juvenile and Children's Publishing House

This series is created for children's appreciation of Chinese paintings, including a few pieces of famous ancient paintings. From the perspective of children, it is a fun way to appreciate paintings, through diversified product form of paper picture book and video animation.



FLTRP: International Cooperation Going from Global to Glocal

✍ By Wang Fang

Foreign Language Teaching and Research Press (FLTRP) was established in 1979, shortly after China began its reform and opening up. Over the past four decades and more, the press has developed into a market leader in China's foreign language publishing, a benchmark for educational publishing, and a leading cultural and educational publisher with worldwide reputation.

Introducing the world to China

FLTRP began to cooperate with overseas publishers in the early 1980s, one of the first Chinese organizations to do so. Up to now, we have developed productive business relationships with more than 700 overseas partners and a backlist of 5,000 titles through international cooperation. These include *New Concept English*, *New Standard English*, *Bookworm*, *Kids' Box*, *Big Cat*, *Key Links*, to name just a few.

Telling China stories to the world

With increasing interest in China from the international community, especially in response to the Belt and Road Initiative, FLTRP has been working with international part-

ners to tell China stories through high-quality titles, such as *Key Concepts in Chinese Thoughts and Culture*, *Insights Into Chinese Culture*, *Classics of Liberal Arts Series*, *Discover China* (a 4-level CLT course book for adult learners), and *Rainbow Dragon Chinese Readers*. In addition, FLTRP has licensed proprietary English course books and readers to overseas partners, such as *Reading Journey* and *Lisheng English Readers*. So far, more than 1,500 FLTRP titles have been translated and published in 46 languages in 58 countries and regions.

From Global to Glocal

In the past dozen years or so, FLTRP has set up 12 overseas entities in collaboration with local partners. These include 8 China-themed editorial departments, 3 publishing centers, and a Confucius Institute at Oxford Brookes University in the UK. The publishing entities have put forth over 100 titles so far, which have been well reviewed by the local readers.

Confucius Institute at Oxford Brookes University

The Confucius Institute at Oxford Brookes University (CIOBU) was inaugurated in October 2015 and started operation

in April 2016. As the first Confucius Institute co-established by a university and a publishing company, CIOBU features an emphasis on publishing, in addition to language teaching. By the end of 2021, the cumulative number of learners at CIOBU had exceeded 2,500. CIOBU has also provided Chinese language teaching and a broad range of Chinese cultural experiences to seven primary and secondary schools in Oxfordshire and established two link schools. In total 368 cultural events have been staged to audiences numbering 22,189. The CIOBU has also organized high-quality publishing events, such as the international publishing symposiums and tailored trainings for Chinese publishers, and field trips to China and internships for international publishing students.

China-CEEC Publishing Association

The Association, a platform for strengthening communication and cooperation between publishers from China and Central and Eastern European countries, was launched in Beijing in 2018, with FLTRP as the secretariat. It draws on members' respective resources to build a sustainable mechanism to enhance information ex-

changes, boost copyright trade, and expand marketing channels. Its membership has grown from 22 to more than 120 publishers from China and 13 CEE countries. With more than 200 rights traded among the members, the Association has become increasingly attractive and popular among the publishing circles in the relevant countries. Close cooperation with international and local partners is key to FLTRP's going glocal. For example, the FLTRP-Springer *China Academic Library* is an open series that features the English editions of academic works by established Chinese scholars. Nearly 50 titles have been published and distributed worldwide and more are on the way. *The Key Concepts in Chinese Thought and Culture*, an ongoing project, has been licensed to more than 30 partners for their respective language editions.

Bridging World Cultures

At FLTRP, we are committed to the mission of "recording human civilization and bridging world cultures." To achieve this goal, we shall remain on the path of cooperation by working even more closely with partners both old and new all around the globe. ■



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FLTRP

Jieli's Great Achievements Shown on Frankfurt

By Yuchao Wang

On the occasion of the 74th Frankfurt Book Fair, Jieli Publishing House shall make an appearance with its excellent picture books, children's literature and popular science.

1149 titles sold foreign rights, with more to come. In 2022, Jieli keeps selling translation copyrights. Up to now, copyrights of 1,149 titles have been sold to 33 countries and regions including Britain, France, Italy, Canada and Japan, and 23 languages including English, Italian, Portuguese, Spanish, French, Swedish and etc.

More than 10 titles won international awards. In the first half of 2022, 14 original titles of Jieli won or were nominated important international awards or book lists. Among them, *Giving Dreams a Pair of Transparent Wings* and *Every Light Shines of the Rainbow Book Series* won the Best Translation Award for children's literature in Egypt in 2022. *Never Stop Running* won the Peter Pan Award in Sweden in 2022 (the most important children's book award in Sweden), which is a first time for Chinese mainland's original picture book. Seven books, such as *A Little Monster Hunts for a Tour Group* and *A Boy Named Water*, were



selected as outstanding works of the 2022 Sharjah Children's Book Illustration Exhibition. *Tell Me Who Farts* was selected as one of 100 excellent books in Bologna Children's Book Fair in 2022 and so on.

Egyptian branch and Jieli-ASEAN Children's Book Alliance expand with more international cooperation. In 2022, Jieli International Culture and Publication Company in Egypt runs steadily, and its 83 Arabic titles were exhibited in seven international book fairs, such as Cairo International Book Fair and Abu Dhabi International Book Fair, receiving remarkable reviews from worldwide readers, publishers and media. At present, its Egyptian branch has completed the translation and typesetting of 29 titles, and planned to launch the Rainbow Book Series print books and e-books this year.

Jieli-ASEAN Children's Book Alliance, China's first chil-

dren's book alliance with ASEAN countries, was established in 2019. It has 12 ASEAN members from Malaysia, Indonesia, Thailand, Singapore, Vietnam, Cambodia. In June, 2022, the first batch of China-ASEAN Children's Book Cooperation Project has been published in print books and e-books with 35 titles, covering ASEAN members such as Vietnam, Singapore, Indonesia, Thailand, Malaysia and South Asian countries such as Nepal and Sri Lanka.

Original titles published by Jieli on Frankfurt Book Fair. In 2022, Jieli Publishing House, under the leadership of Guangxi Publishing & Media Group, will participate in the 74th Frankfurt Book Fair both offline and online. Jieli Publishing House will exhibit and promote its wonderful picture books, children's literature and popular science for international publishers.

The Moose of Ewenki records the legendary story of

mutual trust as well as life-and-death dependence between an old Ewenki hunter and his moose in northern China with cold and poetic strokes, showing the piety and awe for nature and life.

The Yulu Linen tells the story between Yu Lu, a girl who loves painting, and Yulu Linen, a canvas left by a famous painter.

Teenagers in Glamorous Kun Opera Costume tells a touching story of several generations fought for the inheritance and dream of Kunqu opera.

In My Dear Queen Ant, Double-perspective narration is used to perform a life chant of ants, cicadas and people under the begonia tree.

Chemistry Is Everywhere (5 Volumes) is a "Brief History of Chemistry" created by a team of chemistry doctors of Tsinghua University for children. Let children know the hard core science of everything in the world. ■

Tashi Delek Of Sanjiangyuan: A Hymn of Life Dedicated to Sanjiangyuan

✍ By Wang Yuting

In March 2022, the famous writer Yang Zhijun's new work *Tashi Delek of Sanjiangyuan* was officially published by the 21st Century Publishing Group.

Tashi Delek of Sanjiangyuan is the second work of the "Tibetan Youth Series". The first, *Children of Bayan Hara Mountains*, has achieved good results since its publication. It has won the 5th China Publishing Government Award, the National Outstanding Children's Literature Award, the "Outstanding Youth Book Publishing Project" of the Central Publicity Department, and many other awards.

In the new work *Tashi Delek of Sanjiangyuan*, writer Yang Zhijun infuses his children's book with impassioned emotions and profound and broad thoughts on the philosophy of life and poetry of childhood. The book presents a song of Sanjiangyuan, which praises animals, nature, and life on a snow-covered plateau, for which he had boundless affection.

If *Children of Bayan Hara Mountain* describes local people's affection for their homeland and their beliefs, *Tashi Delek of Sanjiangyuan* reflects on the appearance of life and ecological protection. The protagonist, Xiaohai, is a boy of the Han ethnic group. Three generations of his family are rooted in the magnificent and mysterious

Sanjiangyuan, contributing their youth and efforts to the protection of wild animals and plants.

Xiaohai's grandparents are the first generation of scientific and technological workers in Qinghai. They have been investigating the species and distribution of wild animals and plants there. Xiaohai's father inherited his father's ambition and became the captain of the Eagle Team, a wildlife protection organization in Sanjiangyuan. During an operation, Xiaohai's father disappears. In order to find the missing father, Xiaohai and his mother walk into Sanjiangyuan step by step. As a result, a magnificent and vast natural picture scroll slowly unfolds, and touching stories also come one after another. During the journey of searching, Xiaohai finds the following animals in the ambulance station: Yangyang the red-billed crow, Diodiu the red-billed duck, Xiaobai the golden eagle, Uncle Bar-headed Geese, Aunt Black-necked Crane, Dduoji the Tibetan Mastiff, Yaoyao Little Yellow Horse, Dawa Tibetan wild donkey, Ka Ka and Fei Fei Tibetan horse bears. Through the constant flashbacks of Xiaohai's memory, the author uses interludes to eloquently tell how these animals were injured and how they were rescued by Xiaohai's father. Knowing that Xiaohai's father



was missing, these smart animals also returned to Sanjiangyuan and help Xiaohai and his mother in their search, even at the expense of their lives. At the same time, Xiaohai also meets the Tibetan children Norbu and Pum and the Hui girl Aimi. Xiaohai, who had been successful in his studies, finally inherits his father's legacy and returns to the grasslands to work at the Sanjiangyuan Zoological Research Institute. Three generations, spanning more than half a century, have carried out research, rescue and protection of plateau flora and fauna and natural ecology, reflecting profound humanistic feelings and care for life.

The book has a grand pattern of profound themes of ecological protection of Sanjiangyuan, inheritance of scientific spirit, and national unity and integration. The work uses a narrative that is relaxed, unrestrained, and poetic to carefully construct a pure, clear, animistic, and rich natural world,

conveying the author's outlook on nature, life, and ecology.

The author's narration is full of childlike innocence, rich emotion, and calm contemplation. He does not underestimate a child's understanding and sympathy, but rather uses words to open a direct channel to the soul. In the process of understanding life and exploring the world, children can understand the vastness and richness of life, and the meaning and value of spirit.

About the author

Well-known writer Yang Zhijun's main works include novels *The Collapse Around the Lake*, *The Sea Receded Yesterday*, *The Plain of Great Sadness*, *Tibetan Mastiff*, *Terma*, *The Shoreless Sea*, *The Last Migrant Worker*, children's book *The Last Mastiff King*, *Camel*, *Underwater Tunnel*, *Children of Bayan Har Mountain*, and others. He has won the "Five One Project" Outstanding Book Award for Civilization Building, the China Publishing Government Award, the National Outstanding Children's Literature Award, the National Literary New Talent Award, first place in the 2005 Chinese Novel Society's Fiction Ranking, and was shortlisted for the 7th Mao Dun Literature Prize. Some of his works have been translated and published abroad. ■

The Arts Bridge Annual Series 2023

By Pengpeng and Yuyu



The Arts Bridge

Co-founded by Guangxi Normal University Press Group and its overseas subsidiaries ACC Art Books and The Images Publishing Group, the Arts Bridge is committed to international transmission and cultural exchanges in art and design field.

Based on publishing, The Arts Bridge has been collaborating with most influential and representative artists, designers, manufacturers and artistic organisations worldwide, encouraging various cross-border dialogues through book fairs, forums and lectures, conferences and major international exhibitions such as London Book Fair, Frankfurt Book Fair, Beijing International Book Fair, and so on.

In 2023, the Arts Bridge will introduce three fascinating contemporary artists and designers: a contemporary artist who “works for possibility”, a designer couple who run a diverse and international architectural practice studio, and a lacquer

artist who works in an eclectic language of East and West. In their works with strong personal characteristics, we can see the language of the times they wish to convey through their art.

Artist of the Year 2023 — — WANG Jianwei

Wang Jianwei born in Sichuan in 1958 has been considered a pioneer in the field of Chinese contemporary art since he began his artistic practice in the 1970s.

Wang’s early painting-based works were strongly experimental and conceptually complex. Wang Jianwei has been exploring the influence of intellectual synthesis and interdisciplinarity on contemporary art since the 1990s, attempting to use the methodology of different disciplines to create a new artistic language, i.e., to develop and build a new subjective possibility from the intellectual plane in the midst of many relationships; to practice a cross-disciplinary way of viewing the world in the context of intellectual synthesis with philosophical in-

quiries and to give form to these practices. To this end, his artworks are multifaceted, spanning the fields of video, theater, multimedia, installation, painting and text.

Designer of the Year 2023 — — Neri&Hu Design and Research Office

Founded in 2004 by partners Lyndon Neri and Rosana Hu, Neri&Hu Design and Research Office is an interdisciplinary architectural design practice based in Shanghai. The practice’s burgeoning global portfolio includes commissions ranging from master planning and architecture, to interior design, installation, furniture, product, branding and graphic works.

Currently working on projects in many countries, Neri&Hu is composed of multicultural staff who speak over 30 different languages. The diversity of the team reinforces a core vision for the practice: to respond to a global worldview incorporating overlapping design disciplines for a new para-

digm in architecture.

Folk Art of the Year 2023 — — CAZENEUVE Vincent

Vincent Cazeneuve, born in 1977, is a French artist using Chinese lacquer as his primary medium of creation.

After completing his studies in France, he created a studio specializing in the restoration of Western and Asian lacquerware before moving to Chongqing, China in 2009 to decipher the secret of lacquer and traditional Chinese culture artisanal techniques associated with his work.

He gradually developed his narratives and aesthetics from both occidental and oriental influences with his deceptively simple and yet complex language while relentlessly exploring non-traditional supports such as old rice bags, wool felt, and leather. He also tries to draw on other art forms such as lithography, relief carving, collage, and traditional crafts such as cloth and bamboo weaving, lending his works rich layers and tactile feelings. ■



Author: Pingru Rao
Pages: 400
Price: RMB 49.80
ISBN: 978-7-5495-9922-6

Our Story: A Memoir of Love and Life in China

This is a story of an ordinary man named Pingru Rao. When he was eighty-seven years old, he lost his wife Meitang who suffered from Alzheimer. They had been through war, poverty, sickness and, most importantly, love. To overcome her death, Rao picked up his pencils and brushes, and drew everything he remembered about Meitang. Our Story is a graphic memoir like no other: a celebration of a marriage that spanned the twentieth century in China, an old-fashioned story of enduring love and simple values, and also, personal and pleasant recollections of a common Chinese family.



Author: Pingru Rao
Pages: 400
Price: RMB 79.00
ISBN: 978-7-5598-3821-6

My Story: A Normal Man in China

My Story: A Normal Man in China, the companion to Our Story: A Memoir of Life and Love in China, is a memoir and also a posthumous manuscript of Pingru Rao, recording his whole life from cradle to grave. His childhood, military service, experiencing the country's economic changes, working in the countryside, joining the earthwork team, and adventures in his old age...The author's personal life, presented in a calm and meticulous manner, spans almost a century. The wind and rain of his story that fall on an ordinary man mirror extraordinary memories of an entire generation. Finally, it all re-integrated into the torrent of the times...



Author: Zhishui Yang
pages: 304
Price: RMB 132.00
ISBN: 978-7-5598-4216-9

Naming and acquaintance: part II of Museum visits

Zhishui Yang, a famous expert in the study of antiques and similar objects, a researcher at the Institute of Literature of the Chinese Academy of Social Sciences and a well-known scholar, personally inspected more than 70 museums and introduced the objects and their stories from a professional perspective and literary expression, led us into the "prosperous light and shadow" of objects. There are more than 400 photos in this book, and the pictures and texts are compared. Through the beauty of objects, you could feel the beauty of time and history.



Author: Xiao Yi
Pages: 388
Price: RMB 78.00
ISBN: 978-7-5598-3062-3

Looking for Shu

The author Xiao Yi followed the Chinese National Geography magazine on various archaeological trips and field surveys, selected the representative recent archaeological excavations and the outstanding ruins in the wilderness ranging from the Neolithic Age to the Qing Dynasty in Sichuan as respective themes of 19 articles and compiled them into Looking for Shu, including the well-known Sanxingdui and Jinsha ruins. From a microscopic perspective, it presents and interprets the rich and profound human history of Sichuan by presenting a touchable and visible local history and historical evolution from the perspective of archaeology.



Author: Kan TaiKeung Wu Wei
Pages: 158
Price: RMB 188.00
ISBN: 978-7-5598-2646-6

Greatness in Smallness-kan Tai Keung's Stamp Design

Based on the acquaintance and communication between Kan TaiKeung and Wu Wei as the starting point, this book collects nearly 100 kinds of stamp works designed by Kan Tai-Keung from 1970 to 2018. With rich and exquisite stamp design works, reviews Kan's stamp design process, and shows his design philosophy, artistic pursuits and achievements. At the same time, it is not only a collection of stamp design works, but also tells the whole process of Kan TaiKeung and Wu Wei becoming friends because of stamps. In addition, the book also includes a limited edition personalized twelve zodiac stamps designed by Kan TaiKeung himself. The small stamps have become a comprehensive museum and a small encyclopedia containing rich knowledge.



Author: Pan Wei
Pages: 412
Price: RMB 128.00
ISBN: 978-7-5598-4139-1

A Hundred Traditional Trades in China and the Stories behind Them

The book records a hundred dying traditional trades in China with pictures and texts. The whole book consists of seven chapters, which comprehensively shows the important significance of these traditional trades from the fields of clothing, food, housing, transportation, industrial and commercial economy, culture and entertainment. In the process of the alternation of the old and new industries, the book witnesses the developments of the economic and social life of China and explores the unchanged humanistic spirit within the material changes.



Author: Quan ZHANG
Pages: 272
Price: RMB 128.00
ISBN: 978-7-5598-4714-0

Philosophy of Handicraft: 18 times of Awakening and Rebirth

Part1 ceramic, hand-making tea tube, k' o-ssu, blue calico, lacquerware, Guqin-making, woollen felt. Reflection and innovation of seven senior craftsmen.
Part2 wooden work, utensil, book design, cultural and creative development, brand building, space planning. Six international first-line creators share the symbiotic relationship between craft and design, reflecting on the power and scale of contemporary design.
Part3 gastronome, photographer, educator, curator, cultural relic protection and inheritance expert. Under the vision of five field leaders, we explore the possibility of cross-border communication of crafts and shaping of public space. In the form of interviews, this book truthfully records the reflection and reconstruction of tradition in today's design field. It is not a one-sided "rescue", but a mutual fulfillment.



Author: Lan Yang
Pages: 320
Price: RMB 49.80
ISBN: 978-7-5598-2699-2

Guqin and its young player A portrait of the amateur artist as a Young Man

In the spring of 2022, Yang LAN published his first book, and more people began to know him as a writer. This is a coming-of-age book. Guqin, as an artistic means, entered his world by chance, but it is some inescapable destiny that he should become an amateur artist. This book is Yang LAN's deep review of Guqin culture, Chinese philosophy, literature and even the whole ancient Chinese cultural tradition. When looking back at his life path, he repeatedly travels back to the scene of the Guqin culture in historical China, listening to and examining the human echoes of the past two thousand years, and playing the resonant tunes with a modern ear and skill.



Author: Huaiyin Li
Pages: 444
Price: RMB 89.00
ISBN: 978-7-5598-4412-5

The Making of the Modern Chinese State: 1600-1949

The book offers an historical analysis of the formation of the modern Chinese state from the seventeenth century to the mid-twentieth centuries, providing refreshing and provocative interpretations on almost every major issue regarding the rise of modern China. This book explores the question of why today's China is unlike any other nation-state in size and structure. It inquires into the reasons behind the striking continuity in China's territorial and ethnic compositions over the past centuries, and explicates the genesis and tenacity of the Chinese state as a highly centralized and unified regime that has been able to survive into the twenty-first century. Its analysis centres on three key variables, namely geopolitical strategy, fiscal constitution, and identity building, and it demonstrates how they worked together to shape the outcome of state transformation in modern China.



Red Silk Cotton Trees: Poetic, Rural Childhood Literature

✍ By Zhang Xinghua

Warm and eye-catching, this is the most popular image of *Red Silk Cotton Trees*; perseverance and uprightness are the profound characters that people endow with the trees. In April 2018, Guangxi Education Publishing House began to plan an original literature series for young people to showcase the local characteristics and culture of China's Guangxi region. The name inspiration comes from the trees that were in full bloom in the streets at that time.

Red Silk Cotton Trees original children's literature series (published by Guangxi Education Publishing House) is based on the unique regional culture and customs of Guangxi. In the past four years, this publisher has published 14 works of local children's literature writers in Guangxi, including 11 original children's literature works and 3 original picture books. The special natural environment, lifestyle and cultural background endow the series with a unique literary aspect.

First, these works show the profound heritage and diverse forms of Guangxi culture. Guangxi has many ethnic groups that have been living together for a long time, and

these cultures coexist and prosper. There are not only cultural relics with a long history, but also colorful folk arts and traditional skills. For example, one book in this series, *Phoenix Navigation*, uses the unearthed cultural relic of the Han Dynasty, the bronze phoenix lamp with feather pattern, to tell the glorious history of Hepu as the starting port of the Maritime Silk Road in the Han Dynasty. *Indigo Cloth and Flower Clothes* vividly reproduces the complex craftsmanship of Miao ethnic group's costumes. *The Young Master Worker* introduces China's famous wooden architecture, including the superb construction skills of the Dong ethnic group's wind and rain bridge. *People in the Red Place* shows the indomitable fighting spirit of the mountain people of this region.

Secondly, these works show the unique ethnic customs of Guangxi culture. This book series describes the unique way of life, customs and aesthetic tastes of different ethnic groups. For example, *Black Mulberry* is deeply rooted in the folk customs, showing the national



customs of the Yao ethnic group in northern Guizhou. *The Young Master Worker* focuses on the ethnic customs and cultural characteristics of the Dong ethnic group in Sanjiang, and describes the happy life and simple folk traditions in detail. *Like Opera* shows the changes of the Ke ethnic group's culture and customs. *My Home Is in Jingdao* panoramically shows the unique folk customs of people of the coastal Jing ethnic group in China. *Mugu and Huayao* depicts the rich ethnic customs and joyful festivals of Miao Village at Rongshui.

Third, these stories exude the flavor of rural life and the beauty of Zhuang Township's landscape and humanities. *Black Mulberry* tells about the richness, mystery and excitement of Dupan Mountain, one of the five mountains, through the eyes

and feelings of young Liu Jin, a youngster. It introduces rich natural knowledge and common sense of jungle life, shows the awareness of protecting primitive ecology with traditional regional and national methods, and leads young readers to think about big questions. *Thousands of Mountains and Birds Fly* also focuses on the theme of co-existence between humans and wild animals and is based on real events many years ago. Through the bravery of the young boy Bao Forest and the villagers' awakening awareness of protecting birds and animals, the book conveys the concept of "respect for life". This book not only shows the beautiful environment of Guangxi, whose ecology cannot be exchanged for gold, but also lets young readers understand that these beautiful mountains and rivers have relied on the local people from ancient times to the present.

The Red Silk Cotton Trees original children's literature series starts with stories about ethnic minority children that are easily accepted and loved by young readers, and helps them understand the cultural history and ethnic customs of the area. ■

SEP: The Copyright Trade Highland on the Loess Plateau

✍ By Zhang Aining

Shanxi Education Press (SEP) is located in Taiyuan, the capital of Shanxi Province, and was established in 1990. For more than 30 years, the publishing group has specialized in themed publishing, textbooks and supplementary education materials, literature and history, and art. The press has published a number of well-known academic works by Chinese experts including Lu Yongxiang, Gu Mingyuan, Yu Yi, Zhu Yongxin, Liao Ben and others, and has published a number of bestsellers. At present, its books have won more than 30 national awards.

In the field of copyright trade, Shanxi Education Press has achieved a total of 115 exported projects, involving 89 titles, 29 imported books, and 4 awards. The Russian version of *China's Miracles Shining in the World* was selected for the Silk Road Book Fragrance Project of the Import and Export Administration of the Central Publication Department in 2020. The English version of *History of Chinese Aesthetics* was selected for the 2019 National Social Science Fund Chinese Academic Translation Project. The Korean version of *The Power of the Company* was selected for the second phase of the 2016 Book Copyright Export Award Program. The Russian version of *The History of*

Chinese Buddhism (7 volumes) was selected for the 2009 Classic China International Publishing Project.

At present, Shanxi Education Press is recommending five works for international translation, including *The Development History of Chinese Novels*, *History of All Five Silk Roads*, *Cultural Foundations of Chinese Education*, *Ice and Snow Sports in China*, and *Introduction to He Zehui: A Biography*.

The Development History of Chinese Novels is a monograph that systematically discusses the development history of Chinese fiction. It thoroughly discusses the origin and evolution of Chinese novels, accurately evaluates the types and characteristics of fiction in various historical periods in China, and deeply analyzes the historical trajectory of the development of ancient Chinese novels.

History of All Five Silk Roads is a comprehensive historical work on the Silk Road and its five routes: the Overland Silk Road, the Maritime Silk Road, the Southwest Silk Road, the Grassland Silk Road and the Northeast Asian Silk Road. This book expounds the origin and

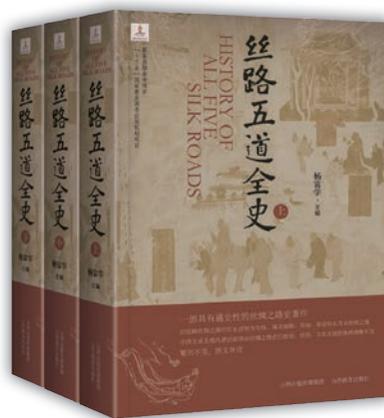
development of the five Silk Roads, introduces the different ethnic groups, civilization types, and their mutual exchanges along the Silk Roads. It also shows the historical scenes of the collision and fusion of civilizations linked by the Silk Road for thousands of years.

Cultural Foundations of Chinese Education was written by Gu Mingyuan, a famous contemporary educator in China. At present, the English, Japanese, French and Spanish copyrights of the book have been sold, and the English version was funded by the 2010 "Classic China International Publishing Project". This book covers Chinese education and culture, the

the modernization of Chinese education.

Ice and Snow Sports in China is a reportage about the development of China's ice and snow sports and focuses on seven sports, including ice hockey, figure skating, and freestyle skiing. It focuses on China's participation in winter sports, and introduces important events since China's preparation for the 2022 Winter Olympics, and explores China's concept and demeanor of hosting the Olympics.

Introduction to He Zehui: A Biography was edited by three experts: Sun Hancheng, a researcher at the China Institute of Atomic Energy; Liu Xiao, an expert in the history of science; and Qian Sijin, a professor at the School of Physics of Peking University. He Zehui is a nuclear physicist, known as "China's Marie Curie". During her work in France, she and her collaborators first discovered the "quadrupion" phenomenon of the uranium nucleus, which left an important mark in the history of world physics. This book traces He Zehui's life from the aspects of study, scientific research, teaching, and life, so that people can not only understand He Zehui's scientific contributions, but also her personality, charm, and struggles. ■



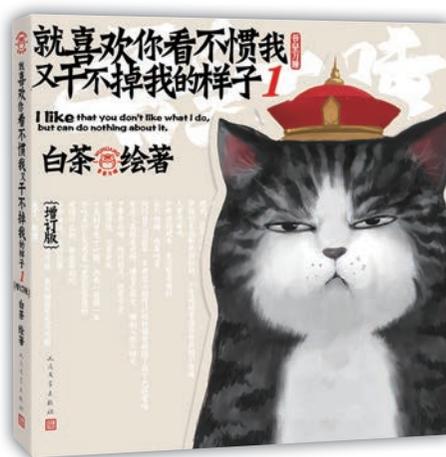
influence of Chinese traditional culture on the country's education system, and the impact of foreign educational ideas. It analyzes various cultural factors affecting Chinese education at home and abroad, and explores

China's Comics Go Abroad: Cartoonist Bai Cha's Works in Six Countries

By Zhang Aining

In 2014, cat Your Highness was born under the pen of the cartoonist Bai Cha, and the series of comics *I Like That You Don't Like What I Do But Can Do Nothing About It* (hereinafter referred to as *I Like*) created with cat Your Highness as the core has accompanied readers for nearly seven years. This series of comics tells the interesting life stories of a fat cat named My Emperor, a cute dog named Bubba Boo, and a young owner. Because of its unique theme and style, *I Like* has become a rare comic for all ages. Today, cat Your Highness has more than 35 million fans on Weibo, WeChat, and other platforms, and the sales of the series of comics have exceeded 6 million.

In 2022, Bai Cha's new work *I Like 6* published by People's Literature Publishing House met with readers in China. The pre-sale opened for about two days, and the book ranked first in the new book bestseller list. This book continues the style of this series of humorous complaints, based on the grooves and classic scenes of family, friendship, love, and pet friendship that occur in contemporary urban life, cat Your Highness, Bubba Boo, and characters familiar to readers have a new storyline.



VOL.1

Xiao Liyuan, the deputy editor-in-chief of People's Literature Publishing House (PLPH), initially liked this set of books because she saw that it was an excellent original comic, with IP potential. This humorous set of books can help readers release anxiety and relieve pressure, and it meets the reading needs of the current public. At the same time, the language of comics is more easily accepted by readers from different countries. She has confidence that PLPH can make cat Your Highness a world-class IP brand.

In fact, the operating body of the IP of cat Your Highness is Space Shell Co., Ltd., which licenses the IP through a variety of offline theme activities, self-media operations, and other derivatives. According to Space Shell, Your

Highness-related animation dramas, audio comics, and movies are in the development stage. Among them, the animation dramas are expected to officially meet audiences early next year.

PLPH understands that it is difficult to a certain extent for the export of overseas cultural copyrights. The most important point is that the publishing house must know and highly understand the content, and recognize the values and spiritual connotations it convey. They also need to consider objective factors and abilities of overseas partners, such as distribution, publicity, translation, and content screening. This is a two-way selection process.

In terms of overseas copyright licensing and publishing, the *I Like* series has been successively introduced and published by brand publishers in the United States, France, South Korea, Hungary, the Czech Republic, Vietnam. Among them, the publisher of the English version is Brown Books, which was rated as one of the "Five Fastest Growing Independent Publishers" by *Publishers Weekly*

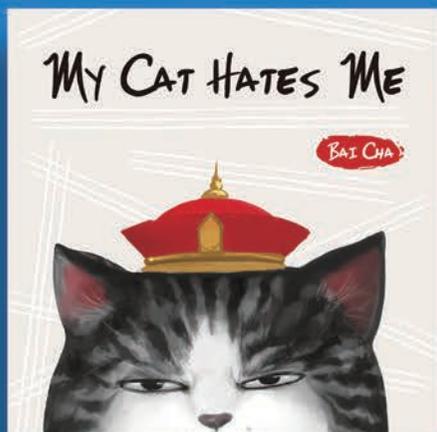
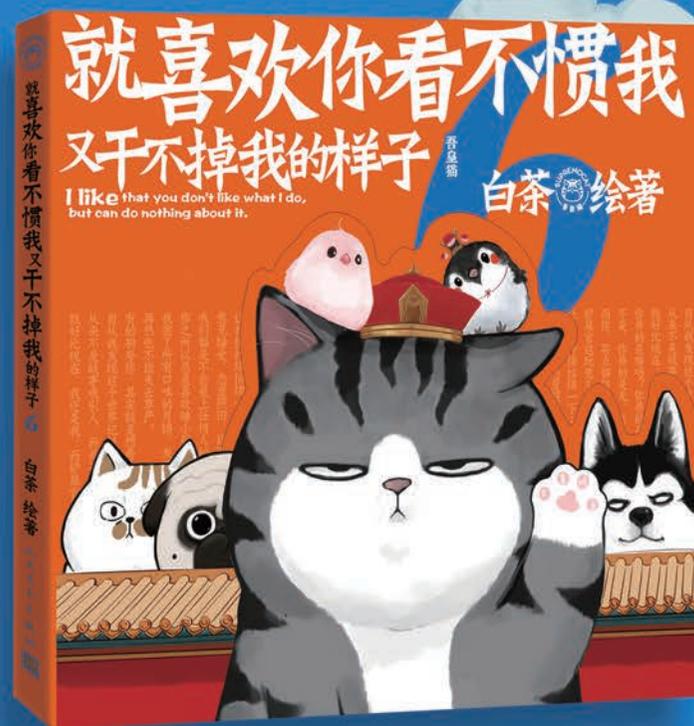
in the United States for three consecutive years, from 2018 to 2020. The publisher reportedly signed a copyright contract for 5 books, and has high expectations for this comic book. Brown Books did a lot of localization on the basis of respecting the original, including renaming the English version as *My Cat Hates Me*, and the first print run exceeded 10,000 copies. In order to promote the comic, Brown Books opened dedicated account for the comic on social media platforms, and contacted the author, Bai Cha, for an interview with the American media. It is reported that the English version of the new book will be officially launched in October, and it has already started pre-order sales on Amazon.

Regarding overseas publishing, Monoz Wang, the CEO of Space Shell said: "Although there are certain cultural differences at home and abroad, the content of the *I Like* series focuses on emotional and psychological aspects. I believe it can overcome the language barrier and arouse everyone's empathy, so I am very looking forward to the series being exported and to seeing how well it performs in the international market." ■

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 **2022** this series of comics has been published to the sixth volume,bring joy to more than **35 million** fans all around the world.

The sales of this series has exceed **6 million** in China in the past few years.

The **English,France,Korea,Hungary,Czech** and **Vietnam** rights have been sold out!



About the author

Bai Cha,well-known young cartoonists in China,the winner of OACC Golden Gragon Award which is the top prize for animators in China,as well as the founder of Supremo Cat the fast-growing Chinese cartoon image brand.

Xiron: Building A Complete Content Ecology

By Yang Fan

China's book market is huge and developing rapidly. Among the many participating publishing institutions, Beijing Xiron Culture Group Co., Ltd. is unique. It has not only firmly occupied the top share of China's mass publishing market for more than ten years, creating one bestseller after another, but it is also expanding publishing into new formats. It takes print book publishing as its core, explores digital reading, film and television development, and many other businesses.

When Xiron launched in 2004, it was only a small book planning team, but now it has grown into a comprehensive cultural and creative industry group, which includes four major business segments: Xiron Books, Xiron Entertainment, Xiron Literature, and Xiron Animation. Committed to providing a full range of content products, it operates across the entire copyright chain and content ecosystem. Xiron is also one of the earliest private book companies in China to introduce capital, conduct large-scale development, and standardize governance. In 2008 and 2010, Xiron completed the A and B rounds of financing, and completed the transformation from a small workshop to a com-



prehensive book company.

Xiron's Bestselling Books in China

The core of Xiron's business has always been book publishing. In China's mass book publishing market, Xiron is one of the most popular book brands among readers, in part because of its approach to producing good books: "good book = social value + cultural value + commercial value". Now, that strategy goes beyond books, and Xiron is committed to providing "good copyright, good content, and good products".

As early as the beginning of the establishment of the Xiron brand, it has launched works such as *Jade Dynasty*, *The Lost Tomb*, *Something About the Ming Dynasty*, and *the Legend of Concubine Zhen Huan*. Each is a first-of-its-kind work in its field, with milestone significance, and

sales have lasted for more than ten years. Books like these have laid the foundation for the continuous competitiveness of Xiron in the field of original novels and genre literature. Among them, the sales of the *Something About the Ming Dynasty* series exceeded 35 million sold copies, and the sales of the *The Lost Tomb* series exceeded 7 million copies.

Today, Xiron's catalogue covers original genre novels, literature and art, social science, financial management, psychology, practical life, and children's books. It has established stable cooperative relationships with first-class Chinese authors including Ji Xianlin, Yu Qiuyu, Wang Meng, Yu Dan, Cao Wenxuan, Zhou Guoping, Feng Tang, Dai Jianye, Dangnian Mingyue, Nanpai Sanshu and others. It also publishes best-selling foreign authors such as Haruki Murakami,

Keigo Higashino, Hirokazu Shire, and Rachel Joyce.

In the 2021, the overall book market share of Xiron was 1.44%, ranking first; it's share of the new book market was 1.55%, ranking first.

With the rapid development of short videos and live broadcasts in China's publishing industry, Xiron has also established a diversified new media promotion matrix. The number of fans across its social networks has exceeded 10 million. Focusing on short video live broadcasts, Xiron is active on social platforms such as Tik Tok, Kuaishou, Weibo, WeChat Official Account, Xiaohongshu, and Bilibili, and provides a powerful method for multi-scenario selling of new books, popular products, and old products.

In the 2021 short video rankings of publishing and distribution agencies released by Publisher magazine, the short video accounts "Xiron's Bookshelf" and "Xiaoxuanyee Tells Stories", which are operated by Xiron, ranked first and third respectively.

Operating Across the Entire Copyright Chain

The main business of Xiron today is to provide a full range

of content products, which span multiple copyright forms. In addition to physical publications, it also produces e-books, audiobooks, paid knowledge products, online literature, movies, TV series, online movies, online series, animation and derivatives, and more.

The company's copyright chain operation system includes core links such as copyright acquisition, product research and development, product production, and product sales. Through this system, the company's internal business segments are closely coordinated and integrated around copyright resources to further improve the value of copyright.

Xiron Entertainment is a cultural and entertainment brand under Xiron Group engaged in film and television business, with two business lines: film and TV series. The theatrical movie *I Belonged to You* launched by Xiron Entertainment was released in 2016. It was adapted from the literary work of the same name that sold 10 million copies in China. The film won the Golden Crane Award for the Best Chinese Film Week at the 30th Tokyo International Film Festival. The film broke the box office record of Chinese domestic romance films that year, with 813 million yuan, ranking ninth in the 2016 mainland Chinese box office list of Chinese-language films.

The theatrical movie *Better Days* was released in 2019. The film won eight awards at the 39th Hong Kong Film Awards for Best Picture, Best Director, Best

Actress, Best New Actor, Best Screenplay, Best Cinematography, Best Costume Design, Best Original Movie Song. On March 15, 2021, it was nominated for Best International Film at the 93rd Academy Awards, with a box office sales of 1.558 billion yuan.

Xiron Literature is a digital reading brand under Xiron Group, which is engaged in original online literature, e-books, and audio works. Xiron Literature currently has original online literature platforms such as Xiron Chinese Network, Momo Romance Network, Yiyun Academy, and Jinwen Novel Network. The cumulative number of signed writers and works has exceeded 10,000. Xiron Digital Reading Center, affiliated to Xiron Literature, is a comprehensive business department dedicated to developing an all-media publishing business, which integrates text copyright, production, finished product operation, and sales of e-books, audiobooks, and paid courses. A number of mature and high-quality all-media publications have been published and operated. Several series of excellent print publications such as *Something About the Ming Dynasty*, *The Legend of the Demon Cat*, *Forensic Doctor Qin Ming*, *Night Watcher*, and *No Concubine in the Six Palaces* are published in brand-new digital formats that extend each title's sales and reach.

Xiron Animation is an animation business brand under Xiron Group. Relying on the company's domestic leading comic book planning capabilities, it builds an animation copyright platform and provides full indus-

try chain services for outstanding cartoonists, designers, artists, and other creative talents. In the field of comics and picture books, the market share of Xiron Group has ranked first in the country for many years. Xiron Animation was established in April 2018, relying on the group's existing operations in comics, books, online literature, movies, TV dramas, etc.

In addition to the *My Neighbor Totoro* and *Spirited Away* series of picture books officially authorized by Ghibli, Xiron Animation also owns *Inhumans*, which won the Silver Award for Best Story Comics at the 14th China Animation Golden Dragon Awards.

It has also published well-known cartoonist Xia Da's brand-new serialized works *Bu Tiange* and *Take My Brother Away*, *He Is Always in the Headlines*, *Extreme*, and other most popular cartoon works in China.

Xiron Goes to the World

By the end of 2021, Xiron had exported 345 copyrights in total to more than ten countries and regions including Singapore, Malaysia, Thailand, Vietnam, Japan, South Korea, and Turkey.

The first book published by Xiron to go to the European and American markets is the *Chinese Wisdom for Young People* series by Wang Meng, a famous Chinese writer.

Xia Da's new work, *Bu Tiange*, the most internationally renowned cartoonist in China, has become the first cartoon of Xiron to be exported to the Eu-

ropean and American markets. This work was introduced by China Books in Switzerland. China Books likes and recognizes this work very much, and fully accepts the author's insistence on originality, preserving almost all the Chinese characteristics in the book (such as the translation of names, etc.).

In the past, Chinese publishing houses often bid for copyrights of works overseas, but now there are also many bidding situations for Xiron Group's copyrights. Works such as *Fan Deng's Talk on the Analects of Confucius* and *Learning Master* have received quotations from many publishing institutions around the world just after they were published.

As one of the most culturally award publishing houses in China, Xiron also senses the new changes that are taking place in cultural exchanges. In the past, exported copyright mainly consisted of novels and works on traditional Chinese medicine. Now the types of output are becoming more diversified, including works of life, psychological inspiration, comics, art and more.

Many leading and outstanding authors in various genres signed by Xiron are also reaching the world. Xiron looks forward to cooperating with global publishers for a win-win situation, using its understanding of Chinese culture and the Chinese market, as well as its ability to develop products across the whole content chain to facilitate more interaction between the Chinese and foreign publishing industries. ■

SSTPH: Traditional Chinese Medicine, Martial Arts, and Ancient Construction

By Fan Yuting

Shanxi Science and Technology Publishing House (SSTPH), established in 1985, is a comprehensive science and technology publishing house. Relying on the two characteristic brands of traditional Chinese medicine and martial arts, the company's exported books are highly recognized in the East Asian cultural circle. Among them, the traditional Chinese version of Li Ke Traditional Chinese Medicine Experience Album of Acute, Critical, Severe and Difficult Diseases, which has been reprinted more than 50 times, was exported to Hong Kong and Taiwan, Japan, and France.

Traditional Chinese medicine and martial arts books have always been the key export copyrights of the publishing house. Traditional Chinese medicine and martial arts have gradually been recognized by the world and gained international popularity. After years of building expertise and a significant catalogue of titles on traditional Chinese medicine and martial arts, Shanxi has created favorable scale and conditions for copyright export.

In terms of traditional Chinese medicine books, the Zhao Zhenxing Teachers' Inheritance School Series books are very popular, and include True Biog-



raphy of Commonly Used Drugs, True Biography of Commonly Used Prescriptions, Treatment of Humanities of Traditional Chinese Medicine, Collection of Clinical Diagnosis, and Clinical Diseases of Internal Medicine. In addition, The Name of Traditional Chinese Medicine and The Cultural Background of Traditional Chinese Medicine are also recommended.

In terms of martial arts books, Illustration of Chinese Bow, Horse, Sword and Lance is recommended for copyright export. This book restores and analyzes the techniques of ancient Chinese weapons and systematically introduces how they were used in ancient China.

At the same time, the publishing house recommends the series Introduction to Traditional Martial Arts, which is suitable

for readers interested in Chinese martial arts, and includes Martial Arts Jigong Technique, Martial Arts Internal Exercise, Martial Arts Single Exercise Techniques, Martial Arts Introductory Routines, and Martial Arts Actual Combat. This series of books were selected into the "Belt and Road, Chinese martial arts into Chile" project.

In 2023, the publishing house will also publish new books on martial arts, such as Qi's Army's Long Spear Technique, Talking about Miao Dao, Illustrations of Chinese Armor in Past Dynasties, and Jiao Jianguo Lectures on Martial Arts (3 Books).

It is worth noting that in terms of copyright export, the publisher also focused on expanding the architectural culture sector this year.

As the saying goes, "Look at Shanxi for cultural relics on the ground". As one of the birthplaces of Chinese civilization, Shanxi is known as the "Museum of Ancient Chinese Architecture and Art". More than 70% of China's well-preserved, ancient buildings from the Song (960 AD) and Jin (1115 AD) eras are located here. According to statistics, there are 53,875 immovable cultural relics in Shanxi, includ-

ing 28,027 ancient buildings.

Shanxi Science and Technology Publishing House is based in Shanxi, facing the world, portraying regional characteristics, and planning and publishing a number of informative and exquisite architectural culture books.

Among them, the Trilogy of Mountains and Rivers Inside and Outside includes Taihang: The Ridge of the World, Yellow River: Lullaby and The Great Wall: National Soul. These three works explore Taihang, the Yellow River, and the Great Wall from a broad geographical perspective and in-depth humanistic spirit.

Tang and Five Dynasties Timber Architecture Examples was supported by the National Publishing Fund. The book comprehensively and completely displays the current status of the nine remaining wooden architectures in the Tang and Five Dynasties in China from a professional point of view and provides a comprehensive analysis of each building. At the same time, it includes detailed analysis and unique insights into the murals, painted sculptures, brick and stone carvings, and other cultural arts attached to the ancient wooden buildings. ■

Spreading The Voices of Chinese Academics and Telling The Story of Chinese Education

By Xia Haihan

Founded in 1957, East China Normal University Press (ECNUP) is one of the two earliest university publishing houses in China. Over the past 65 years, it has served education and academics, and has published more than 40,000 titles, mainly composed of teaching materials, academic works, and social reading materials.

Since 1998, ECNUP has translated into Chinese many excellent books on pedagogy, psychology, humanities, and social sciences, such as the *Handbook of Child Psychology*, *The Complete Works of John Dewey*, *The Selected Works of Karl Jaspers*, *Pedagogy of the Oppressed*, *The Social Animal*, *The Courage to Teach*, *How People Learn* and *French Cultural History*.

Under the strategy of “bringing in”, ECNUP takes “spreading Chinese academic voices and telling Chinese education stories” as its mission, and actively promotes the “going out” of original books. The Mathematics teaching and tutorial material *The Shanghai Maths Project: One Lesson, One Exercise* has been compiled for the English National Curriculum and has been used in more than 450 primary and secondary schools in the UK.

English Journal *ECNU*

Review of Education was first published on April 15, 2018. It was included in the Scopus database less than three years after its first publication. ECNU-WSPC Series on China explores the research and application value of classics and hot issues from various perspectives such as literature, history, contemporary China, and educational reform. The excellent academic work *Philosophy of Chinese Art* has been translated into five languages: English, Russian, German, French and Korean. In 2015, so-called “China’s Good Book” *Confucianism* by Xu Fancheng was translated into Russian, Korean, Uzbek, and Kyrgyz.

So far, the ECNUP titles have been translated into 36 languages and sold in 49 countries and regions.



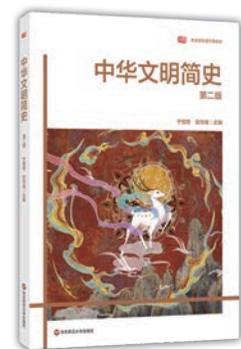
The Living Record of Scientific History: Conversations with C N YANG is written by Ji

Lizhen, a tenured professor of mathematics at the University of Michigan, and Wang Liping, a lawyer. This book records eight interviews conducted by the authors with Prof. C N YANG from 2016 to 2019. Through Prof. Yang’s unique perspective, it vividly reproduces major scientific events in the 20th century, expounds the development and mutual influence of mathematics and physics, and portrays scientists’ academic work, daily life, personal character, cooperation, and competition. There are many unknown stories among them.



A Panoramic History of Traditional Chinese Ethics (5e) takes time and dynasties as clues, combines historical facts and theory, and describes and comments on ethical thinkers and their main viewpoints from the period of the Spring and Autumn and Warring States to early Qing Dynasty.

A Brief History of Chinese Civilization (2e) uses concise,



easy-to-understand language to briefly describe elements of Chinese civilization, including science and technology, lifestyle, institutional civilization, academic civilization, religious civilization, and artistic civilization.



The Brief History of China for Children: Five Thousand Years on the Dining Table uses more than 300 national Chinese-style pictures to visually and vividly illustrate the evolution of Chinese food, the development of eating habits, as well as the characteristics and etiquette of eating in various parts of China over five thousand years. ■

BLAPH: Literature and Art with A Global Outlook, Based on Shanxi

By Hao Yuqi

Beiyue Literature and Art Publishing House (BLAPH), established in 1984, is a professional publishing house of books on literature, art, social sciences, and culture. After more than 30 years of operation, the publisher's copyright work continues to grow and be recognized. It has been selected as one of the "Top 100 Influential Publishing Companies Publishing Chinese Books Collected by Overseas Libraries" for eight consecutive times. In 2020 and 2021, 25 copyright export (including intention) agreements were reached.

In 2019, the English edition of *Pathway to Prosperity: China's Poverty Alleviation with a Case Study of Shanxi Province* was published in cooperation with the China Foreign Languages Publishing Administration. The series *How to See China* was first published during the Frankfurt Book Fair in the same year and was selected as the key publication topic of the themed publication of the Central Publicity Department in 2019. In 2020, the anti-pandemic literature *20 Letters* was successfully selected into the catalogue of key publications on themed publi-



cations of the Central Publicity Department, with copyrights sold into six languages. This major copyright event is a typical copyright case in Shanxi, and increasingly for publishers across the country. On May 15, 2021, Beiyue held an online promotion meeting for *My Dog's Past* (Russian version) in cooperation with Hyperion Publishing House in St. Petersburg, Russia. In 2022, Beiyue Literature and Art Publishing House registered for the first time to participate in the Southeast Asia China Book Exhibition and the Abu Dhabi Online International Book Fair, and use the "change tactics" of webcasting and video conferences to conduct copyright negotiations.

During the Frankfurt Book Fair, Beiyue Literature and Art Publishing House recommended



eight works, including *Research on The Original Folk Worship of Guan Gong*, *The Dongting Lake Ecological Notes*, *Tai Ping Has Elephants*, *The Heroes of Qin and Han Dynasties*, *The Glory of the Ming Empire: Fighting against Japan and Aid Korea 1592 (Volume 1 and 2)*, *The Story of Shanxi Tea Merchants*, and *Westward, Westward*.

The Dongting Lake Ecological Notes records the writer's several trips to the wetlands of the East Dongting Lake and the integrated isolated islands of the Yangtze River over the past ten years. These proses reflect the author's sociitude of individuals and creatures.

The author of *The Heroes of Qin and Han Dynasties* is Wang Zijin, a professor at the School of Chinese Studies at Renmin University of China

and a consultant to the Chinese Qin and Han History Research Association. The book selects several of the author's recent achievements on the research of Qin and Han history, and it introduces social themes of the Qin and Han Dynasties like heroism, enterprising spirit, and open mind. The whole work of historical significance clearly records the characteristics of the times.

Hundreds of Views of 'The Dream of Red Mansions' is a collection of reviews on the novel *A Dream in Red Mansions*. It deeply analyzes the characters' personalities, inner thoughts, and interactive relationships, and offers in-depth discussions and supplemental context for the this novel.

The belief in Guan Gong, a famous general of The Three Kingdoms period, is of great significance in examining the cultural psyche of the Chinese nation. To trace the origins of the Guan Yu reverence and to try to unlock its secrets, this book involves such historical and cultural research hotspots as the staging of Chinese society, the social transformations of the Tang, Song and Ming dynasties, the Confucianism, etc. ■

Founded in 1953, Jiangsu People's Publishing House (JSPPH) is one of the leading academic publishers in China. We publish around 1,600 new titles each year, focusing on history, philosophy, politics, culture and social sciences.



《大唐气象》
The Glamour of Tang Dynasty:
from the Aesthetic Perspective
陈望衡 范明华 著



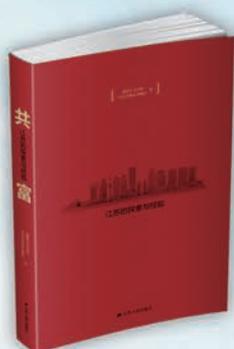
《中国青年运动一百年》
Chinese Youth Movement:
A 100-year History
胡献忠 著



《向北方》
To the North
李红梅 刘仰东 著



《世纪江村》
A Century of Jiangcun
章剑华 著



《共富：江苏的探索与经验》
Mutual Prosperity: The Exploration
and Experience of Jiangsu
夏锦文 吕永刚等 著



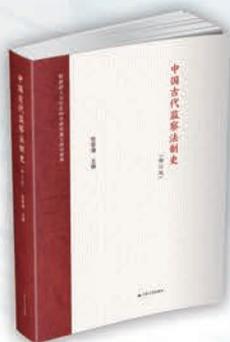
《读懂长征》
Getting to Know the Long March
中国人民革命军事博物馆 编



《天边有一块乌云：
儒家与存在主义》
The Dark Cloud beyond the Horizon:
Confucianism and Existentialism
刘东 著



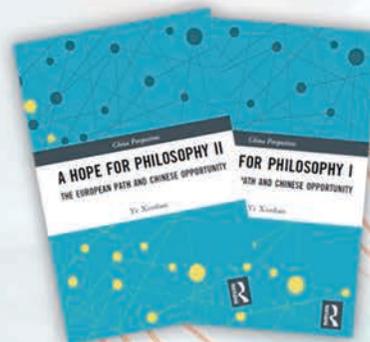
《中国美学通史（8卷）》
History of Chinese Aesthetics
(8 Volumes)
叶朗 主编



《中国古代监察法制史》
The History of the Supervisory
Legal System in Ancient China
张晋藩 著



《中国古代农业文明》
The Agricultural Civilization
of Ancient China
贺耀敏 著



《哲学的希望》英文版（上下册）
A Hope for Philosophy (Vol. I/II)
叶秀山 著

中国 The Chinese 人字



This book selects 107 Chinese characters on six themes: self-cultivation and self-discipline; filial piety; altruism and serving people; thrifty and environmental friendliness; collaboration and common prosperity; and harmony. And centering on each character is a well-written essay which expounds the form of the character, the evolution of its meaning and the values embodied in it. It is hoped that the reader can better know the Chinese characters as the essence of Chinese culture and carriers of common human values.