

# Chinese Publishers Going Out in Five Ways

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Nowadays, China's achievements in science and technology are universally recognized. China's science fiction, spy novels, chivalry novels and online literature have gone viral around the world. Chinese writers and illustrators such as Mo Yan, Liu Cixin, Mai Jia, Cao Wenxuan and Yu Rong have attracted international attention. Publishing institutions have developed different ways of going global by promoting projects in an all-round way, cooperating with overseas partners to translate and publish Chinese writers' works, and building platforms to meet readers' needs.

**Firstly**, China's publishers are collaborating with the internationally renowned publishing institutions to publish books that are included in relevant national projects and contributed to the spread of China's cultural, economic, social, scientific and technological development. Domestic and foreign publishers put joint efforts into topics selecting, editing, distributing, marketing and advertising. In particular, domestic books are distributed globally with the help of international publishers' platforms. For example, when Zhejiang University Press (ZJUP) cooperated with Springer to launch the English version of *Science and Technology Development in China* (《中国科技进展丛书》), many famous scholars were invited to write in English. Their works were published and spread through Springer, achieving excellent results. At present, the series has published more than 100 books, with about 1 million copies downloaded and 1.33 million hits worldwide. It has been included in Scopus, the world's largest abstract and citation database, and EI, the world's most comprehensive engineering retrieval database. After putting great efforts into the publishing of natural science, ZJUP entered the arena of humanities and social sciences. ZJUP cooperated with Cambridge University Press to publish several titles, among which two books were included in the Cambridge China Library, providing a model for enhancing China's international academic discourse and letting the world know "China in philosophy and social sciences". ZJUP also established a working mechanism for topic selection and planning with a number of foreign publishers, and jointly planned the publishing of books according to the current hot topics and the resources of their authors, so as to spread the new development of China's humanities and social sciences to the world's mainstream academia. China Renmin University Press (CRUP) has been pursuing high-end academic international publishing for many years, and has jointly published a number of English books in cooperation with the world-class academic publishers. CRUP planned the book *Big Power's Responsibility* (《大国的责任》) by Professor Jin Canrong, and the copyright was exported to 11 languages. In terms of "RMB's internationalization", Chen Yulu's *Chinese Currency and the World* (《人民币读本》) was planned, and the rights was exported to 16 languages.

**Secondly**, for market-oriented books, publishers should abide by the laws of foreign markets and conduct market operations to improve the quality and market potential of books that go global. For example, CITIC Press focuses on and analyzes the trends of foreign publishers, makes targeted recommendations, and flexibly adjusts the product form according to overseas demand to promote the publication of



"Night of Mai Jia" event held at Frankfurt Book Fair in 2018.

China's books. They also analyze the content and market strategy of international bestsellers, strengthen the training of editing and copyright business, and help editors open their international horizons. Besides, they establish a resource pool of translators, select translators who have made achievements in this field according to the books' contents, ensure the accuracy of initial translation, and implement the four-step process, so as to ensure more accurate and exquisite translations, making books easily accepted and loved by foreign readers. In order to satisfy the needs of foreign markets, CITIC Press has divided 30 volumes of *Doudou Town's Idiom Stories* (《逗逗镇全新成语故事》) into five categories according to the theme, which solved the problem of foreign publishers and finally successfully authorized this series. Besides, publishers pay increasing attention to promoting the publicity of Chinese writers and their works overseas through literary agents. During the Frankfurt Book Fair in 2018, Tan Guanglei, the founder of the Grayhawk Agency, held the "Night of Mai Jia" event. At this event, the rights of Mai Jia's *The Message* (《风声》) were sold in English, Italian, Portuguese, Turkish and Finnish. Following the strong "Mai whirlwind" of Mai Jia's novel *Decoded* (《解密》) in the English market in 2014, China's spy novels were spread to more countries.

**Thirdly**, publishers are promoting digital products to "go global", and exploring how digital products can realize copyright output by means of film, TV series, games, animation, comics and other multimedia forms. Nowadays, digital products are one of the business focuses of overseas publishers. The prosperity of online channels provides a broad space for publishers. Publishers should seize this opportunity to promote the digital copyright of books to go global. For example, the copyrights of e-books and audio books exported by China Children's Press and Publication Group (CCPPG) in 2022 has increased by more than 20% year-on-year. CCPPG established contact with the Singapore branch of Storytel, a well-known audio book company, and exported the audio books' copyright of the *Purple Mist Mystery* (《紫雾心谜》) series. The first seven audio books of this series have been launched on Storytel's official website. With the increasing popularity of martial arts and online novels overseas, China Literature has strengthened the overseas layout of its "Webnovel" platform, realized the large-scale translation of online novels and opened up the function for creating. By the end of 2021, more than 2,000 online translated works from China had been launched, more than 200,000 overseas authors trained, and about 370,000 overseas original works released, attracting hundreds of millions of fans in various countries around the world. China Literature has also sold many remake rights or overseas broadcasting rights of film and TV series, which has

led to the overseas sales of related books. Driven by the popularity of online literature, Zhejiang Literature and Art Publishing House (ZLAP) has also exported a number of online literary works with a good reputation. For example, after the novel *Empresses in the Palace* (《后宫·甄嬛传》) was adapted into a TV series and broadcasted in the United States, South Korea and other countries and China's Taiwan Province, ZLAP also sold its rights to Vietnam, Mongolia and other countries.

**Fourthly**, publishers are actively building overseas publishing bases and international communication platforms by establishing overseas branches, international editorial departments, publishing cooperation centers, translation and publishing centers, co-building the "China Pavilion" and acquiring overseas companies, so as to enter the mainstream of overseas sales channels by means of co-edition publishing. For example, CRUP has established the Belt & Road Academic Publishing Alliance (later renamed as Belt & Road Publishing Cooperative Forum), which has promoted the distribution of more than 5,000 China's books in related countries. China's Science Press acquired the French EDP Sciences and built it into its overseas publishing base, which has improved the international publicity, accessibility, download volume and citation rate of China's scientific books. Jieli Publishing House has strengthened exchanges, communication and cooperation with ASEAN countries by establishing the Jieli-ASEAN Children's Book Alliance. They held reading forums, copyright exchange, reading promotion and other activities, laying a foundation for long-term, sustainable and effective copyright export. After two acquisition deals, Guangxi Normal University Press (GNUP) devoted itself to building an international communication platform for Chinese and foreign art books. Together with overseas teams, GNUP launched the international communication project "the Arts Bridge" for art and design. For one thing, they published and spread the works of Chinese artists, designers and craftsmen around the world, making *Architecture China*, an academic journal of China's architecture, into a world-class journal. For another thing, they developed a "coffee-table book" with the theme of China for professional readers and interdisciplinary readers of overseas art and design atlases, so as to provide readers with brand-new art and design contents from China.

**Fifthly**, publishers also focus on communication with overseas libraries, bookstores, museums, galleries and other cultural entities as well as mainstream media and internet celebrities of book promotion, so as to enhance the influence of their books and brands overseas. For example, Phoenix Publishing & Media Group (PPMG) takes the initiative to spread their publishing direction and relevant information of well-known writers whose works have been published by famous overseas publishing houses, so as to arouse the interest of foreign readers. Yilin Publishing House, a subsidiary of PPMG, has organized online activities such as book review collection, book forwarding and donation, and photo sharing on social platforms such as Instagram and TikTok with the help of foreign publishers after the new book was translated and published, thus increasing the exposure of Chinese books among foreign readers.