

Jieli Highlights for Frankfurt Book Fair 2023

Picture Book

The Bears of Oroqen/The Moose of Ewenki



By Gerelchimeg Blackcrane and Jiu'er
Price: 98RMB/88RMB
Pub. Date: June 2023/May 2018

The Moose of Ewenki has won many awards such as the Aesop Accolades and the National Library Award. *The Bears of Oroqen* is created by the same team, which tells the story of Oroqen grandpa and his granddaughter's trip to northern mountains and forests. It let children feel the beauty of harmonious coexistence between modern human civilization and natural ecosystem.

My Flying Bird Friends Series (8 Volumes)



By Bao Dongni, Huang Jie, Guo Qi and Yu Shu, etc.
Price: 360RMB
Pub. Date: May and October 2022

This series tells the survival stories of dozens of rare birds in China, such as crested ibis, green peacocks and red-crowned cranes. Children can not only learn the morphology and habits of birds, but also feel the wisdom, courage and tenacity of birds, see the wonders of nature and take the power of growth.

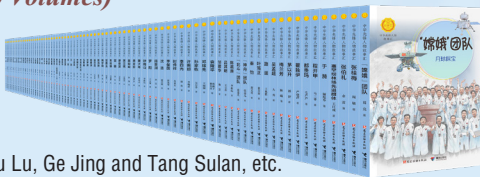
Never Helps a Snail



By Dawu
Price: 138RMB
Pub. Date: June 2023

This work won the 3rd Jieli Cup Jin Bo Childhood Literature Award. It creatively tells the butterfly effect, which is a multi-narrative picture book full of surprises.

Chinese Pioneers Story Collection (80 Volumes)



By Xu Lu, Ge Jing and Tang Sulan, etc.
Price: 1,600RMB
Pub. Date: June 2023

As a key product of the theme publishing sector, *Chinese Pioneers Story Collection* is jointly published by Party Building Books Publishing House and Jieli Publishing House. Up to now, it has a total distribution of 13.81 million copies, and has won the Book Award of the 5th Chinese Government Publication Award Book Award and has been selected as one of the 100 Favorite Books of Farmers in 2021.

Blackcrane's Animal Literature Series (7 Volumes)



By Gerelchimeg Blackcrane
Price: 208.6RMB
Pub. Date: April 2020

Blackcrane's Animal Literature Series contains the most representative works by the author, such as *Black Flame* and *Black Dogs Hara and Norhe*. His works have won many domestic and international awards, such as Five One Project and the Bianchi International Literary Award, and have been selected into many book lists. Many works have been translated into English, French, German, Japanese, Korean, etc.

I Want to Be a Tree



By Jin Bo
Price: 88RMB
Pub. Date: June 2023

This is a complete collection of children's poems about "trees" created by Mr. Jin Bo for many years. The poems have beautiful artistic conception and lead readers to follow the imagination of trees, discover the beauty of nature and experience the interest of nature.

Popular Science

The Repository of Classic Series for Children (14 Volumes)



By Miao Desui, Li Xiaopeng and Li Jingsong, etc.
Price: 1,144RMB
Pub. Date: March 2023

The selection of classics that have a great influence on the progress of human society is specially written by influential scientists in various fields for teenagers aged 8-14, helping children to establish mathematical thinking, accumulate cultural knowledge, understand scientific common sense and clarify knowledge structure. It has won more than 30 awards such as the National Library Award.

Chemistry Is Everywhere Series (5 Volumes)



By Hu Yang, Liu Yuanyuan, Wu Dan and Wang Kai
Price: 225RMB
Pub. Date: August 2021

This series teaches readers the hard-core science of all things in the world. You can talk with more than 100 kinds of scientific elves incarnated by chemical elements easily, make friends with chemistry in humor, fall in love with chemistry from then on. It leads you to enter the hall of chemical knowledge and unlock the chemical code of everything in the world.

Physics in a Hexagram



By Yan Bojun
Price: 68RMB
Pub. Date: May 2020

It is selected in 2020 Chinese Good Books in July by China Book Review Society, and Top3 of the 100 Favorite Books of Teachers by China Education News. Yan Bojun uses comics and stories to interpret the essence of frontier physics in a popular way, so that every reader can understand easily the subtlety of physics thoughts.

Parenting

A Mother's Rigorous Love Series (4 Volumes)



By Sara Imas
Price: 206RMB
Pub. Date: January 2023

A Mother's Rigorous Love Series is Jewish mother Sara's parenting journals, which is a classic parenting series sold millions of copies. It combines the tradition of Chinese and Jewish family education, and is reported by many media such as Meet with Lu Yu Program and Chinese Family Style. It helps readers to learn how to cultivate independent, filial, free and happy children.

About Bioethics – A Review on *The Bears of Oroqen*

Children's reading promoter, author, translator, researcher A Jia

The Bears of Oroqen was created by Gerelchimeg Blackcrane and Jiu'er, the same team of *The Moose of Ewenki*. When I was studying *The Moose of Ewenki*, I found that, as a Chinese original picture book, it surprisingly won two American awards: one is 2019 Freeman Book Award, and the other is 2020 Aesop Accolades. The former mainly rewards outstanding children's books that have contributed to the culture of East and Southeast Asia, while the latter rewards outstanding works that highlight folk culture. I think the recognition of these two awards shows the importance of reading in broadening the deep understanding of human civilization. We see the life of Ewenki and Oroqen people in picture books, not for curiosity, but because their life is also part of the whole life of mankind, and their gathering and hunting lifestyle also come from our ancient ancestors. Knowing them is actually knowing ourselves.

The story of *The Bears of Oroqen* is that the hunter burned a mattress that mother bear and cubs liked very much. To be honest, I didn't quite understand the old hunter's intentions when I first read it. When I tried to tell this story to the adults and children around me, few of them could understand why at once. I think this just proves why we especially need such a book, which gives us an



opportunity to re-understand the relationship between human beings, wildlife and nature, and try to explore the prevailing bioethics. This ethics not only deals with the relationship between people, but also regards the whole earth as a home and discusses the bioethics that every member should hold in the whole home (that is, the ecosystem).

The prologue before the core plot is very long but beautiful, which reminds me of the book *Owl Moon*. Although it is long, I think it is helpful to understand the core plot. Aya, a girl, followed her grandfather to see the bears. In fact, she took the reader to appreciate this beautiful home and try to stand on the position of all beings, not just human beings.

Reading *The Bears of Oroqen* reminds me of a paragraph by Albert Schweitzer in *Die Ehrfurcht Vor Dem Leben*:

It makes only the maintenance and promotion of life rank as good. All destruction of and injury to life, under whatever circumstances, should be condemned as evil. True, we are forced to make choices in real life. At times we have to decide arbitrarily which forms of life, and even which particular individuals, we shall save, and which we shall destroy. But the principle of reverence for life is nonetheless universal and absolute.



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