

Strengthen Global Cooperation through Book Fairs

□ By Yuan Nan, Vice President of Phoenix Publishing & Media, Inc.

In recent years, Phoenix Publishing & Media, Inc. (PPM) has aimed to become an internationally renowned publishing and media corporation with strong core competitiveness, significant cultural influence, robust international communication capabilities, and comprehensive strength. With an open attitude, PPM has strengthened its exchange and cooperation with global publishers, telling Chinese stories well and making China's voices heard while also introducing excellent copyrights from overseas. This effort aims to enhance cross-cultural and cross-linguistic publishing capabilities and usher in a new stage of high-quality international publishing cooperation. From 2021 to 2023, PPM has ranked in the top ten of the "Global 50 Publishing Ranking" for three consecutive years, maintaining its position as the leading Chinese publisher selected for this honor.

Promoting high-quality copyright trade

PPM has endeavored to enhance its capability of content innovation and cultural influence. A large number of premium books have been released. Through strong alliance with the world's publishers, PPM's high-quality products for "going global" are gradu-

ally becoming world-class publications.

Additionally, PPM places great emphasis on introducing advanced overseas cultural achievements. Over the past five years, the group has introduced nearly 2,000 overseas works. For example, the *Overseas China Studies series* ("海外中国研究丛书") has published a total of 225 books, becoming a benchmark of Chinese academic publishing.

Encouraging high-quality development in global publishing through integration of five elements

PPM has always focused on its core publishing business, integrating "content, channels, platforms, teams, and translation" to strengthen international communication.

Firstly, PPM strengthens content construction by planning early and creating high-quality books that reflect China's initiatives, solutions, and wisdom, as well as promoting excellent traditional Chinese culture. Secondly, it expands professional channels by actively strengthening communication and collaboration with various domestic cultural institutions to accumulate resources for international business development. Relying on its existing overseas business, PPM actively develop partnership



Yuan Nan

with overseas publishers, while maintaining stable copyright trade channels. Thirdly, PPM attaches great importance to the construction and innovation of communication, and uses platforms to enhance export-oriented content and channels. Fourthly, it constructs professional talent teams by focusing on the development of export-oriented products and professional teams familiar with copyright business. Fifthly, it establishes multilingual translation teams. PPM established its International Publishing and Translation Experts Panel and has developed multilingual translation resources, overcoming the quality bottleneck of products' "going global".

Enhancing brand awareness of Phoenix global publishing

In recent years, PPM has actively participated in international book fairs, and hosted various cultural exchange activities. These important international book fairs help PPM to be engaged in extensive exchanges with publishers from various countries, deepen its understanding of industry trends and emerging fields, and promote the quality of international publishing cooperation.

Since 2013, PPM has set up booths at London Book Fair every year. Through cooperation with international publishers, writers, translators, and cultural institutions, PPM continues to accumulate and produce cultural products that align with the international market, thereby expanding its brand influence.

Furthermore, international book fairs serve as important platforms for international anthology projects. The *World Canals series* (《世界运河文丛》) is scheduled to be published in 2024 and will be exhibited at important events such as the World Canal Conference, London Book Fair, and Frankfurt Book Fair, to introduce Grand Canal culture to the world.

Expanding the Depth and Breadth of Publishing

□ By Li Yongqiang, Chair of Press Council, Chairman of the Board of China Renmin University Press

In its nearly 70 years of development, China Renmin University Press (CRUP) has consistently implemented the strategy of producing high-quality publications, and published a large number of textbooks and academic works with cultural significance and value for civilization dissemination and cultural accumulation. CRUP is one of the pacesetters in humanities and social sciences publishing in China. Since the beginning of the new century, CRUP has been closely following the national strategy of "Going Global", vigorously expanding the depth and breadth of international publishing, and has always been committed to promoting exchanges and mutual learning among different civilizations.

Focusing on readers' needs, exploring diverse communication and collaboration

In order to adapt to the ever-evolving market, CRUP's development in the international publishing business are reflected in two aspects: First, copyright operation is increasingly focusing on and corresponding to the demands of international readers. Second, it engages



Li Yongqiang

in closer contact with international partners through diverse communication methods, multi-channels and integrated means. In 2023, CRUP resumed business visits, participated in international book fairs, had face-to-face exchanges with overseas publishers and organized various offline activities. While cherishing face-to-face communication and cooperation with old friends, CRUP also retained online communication with partners, which had greatly expanded during the pandemic period. Since 1998, CRUP has successively established business relationships with more

than 140 British publishers or authors, introducing numerous high-end textbooks for higher education, academic monographs, and bestselling works to Chinese readers. In the past two years, CRUP has conducted around 80 copyright transactions with UK publishers, both UK titles for Chinese readers and Chinese titles for readers in the English-speaking world, covering various humanities and social science contents. CRUP has been actively exploring the integrated publishing model. The acquisition and licensing of digital contents keep increasing. In its cooperation with UK publishing partners, CRUP pays great attention to the strengthening of digital copyright protection and has achieved win-win outcome.

New technologies and channels bringing opportunities and challenges to publishing industry

In the digital age, technological advancements will continuously expand the boundaries of publishing industry. The transformation of new technologies and channels and their impact on the publishing industry are reflected in various dimensions of publishing. In

content production, artificial intelligence (AI) can leverage its advantages in information collection and data organization to help editors zero in on themes more accurately, take over part of translation, proofreading and other tasks. Meanwhile, new technologies and channels have brought about huge benefits to the publishing industry. Previously, CRUP invited Professor Amartya Sen, the winner of the Nobel Prize for Economics for a virtual dialogue with Professor Liu Shouying, Dean of the School of Economics, Renmin University of China on TikTok, which attracted over 10 million views. CRUP also invited several foreign authors to record promotional videos for the Chinese editions of their books, creating momentum for book promotion through multimedia marketing channels. The application of AI could also pose certain risks and challenges. It is necessary to fully integrate the achievements in related technological areas into high-quality contents, explore cutting-edge technologies, and embrace opportunities and challenges the publishing industry is faced with.