

Exploring New Models of Publishing Cooperation

■ Zhu Li (Chief Editor, Tomorrow Publishing House) □ Zhao Yixue

□ How has Tomorrow Publishing House (TPH) performed in terms of international publishing cooperation in the first half of this year?

■ From its inception, TPH has placed great emphasis on international publishing cooperation projects and established strong and close partnerships with numerous overseas publishers, achieving both significant social and economic benefits. In the first half of this year, our foreign copyright sales have maintained a high signing rate, with 23 titles sold to countries like Germany, Italy, and Canada. Additionally, 11 foreign language editions of our books have already been published, receiving favorable responses and appreciation from foreign readers.

□ What is the current state of collaboration between TPH and German publishers?

■ In recent years, TPH has developed close and fruitful relationships with German publishers, particularly excelling in copyright sales. We have sold a series of original picture books to German publishers and established partnerships with several German publishing houses. Notable agreements include those with Leiv Leipziger Kinderbuchverlag GmbH for titles like *Cao Wenxuan's Picture Books: Last Leopard* (《曹文轩纯美绘本·最后一只豹子》), *Cao Wenxuan's Picture Books: Crazy Hen* (《曹文轩纯美绘本·痴鸡》), and *There's a Monster in the Kindergarten* (《幼儿园有个怪》), as well as with Flieder Verlag GmbH for *The Series of Chinese Intangible Cultural Heritage Picture Books: Herbs* (《中国非物质文化遗产图画大系·本

草》). These books, rich in content and of high quality, are distinguished by their strong Chinese characteristics and cultural depth, offering German readers valuable insights into Chinese culture.

TPH attaches great importance to communication and collaboration with German publishers. We ensure smooth and effective communication and project advancement through participating in international book fairs and organizing both online and offline exchange meetings. In addition, we are actively exploring new cooperation models, such as co-developing new works with market potential and jointly organizing exchanges between Chinese and German authors, to further expand our collaboration and enhance effectiveness.

□ What are TPH's future plans for international publishing cooperation?

■ Firstly, by leveraging our high-quality book resources, we will strengthen the copyright promotion for children's themed books and books on Chinese traditional culture, to enhance their impact among foreign youth and achieve multilingual, multi-country copyright sales.

Secondly, based on our established brand in original children's literature and picture books and our achievements in internationalization, we will invite renowned domestic authors, well-known international illustrators and translators to co-create outstanding children's literature and picture books that cater to the international market.

Thirdly, by participating in international book fairs



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and cultural exchange activities, we will select and form appropriate teams of overseas Sinologists, identify suitable foreign publishing partners, and integrate excellent resources from both domestic and international sources. This will enable us to prepare resources for high-quality products, plan for cultural books that meet foreign market demands and tell China's stories well.

Finally, considering the evolving nature of globalized new reading habits and the ever-changing communication patterns of the Internet and new media, TPH will incorporate synchronized design of integrated projects from the topic planning stage. We will seek the core value of content services within the international cultural industry space and continuously explore new paths for the integrated development of publishing institutions.

Exploring "Culture+" Integrated Development

■ Han Lu (Director of the General Editorial Office, Anhui Literature and Art Publishing House) □ Zhao Yixue

□ What was the opportunity to establish the "Overseas Culture+" German Center (hereinafter referred to as the "German Center")?

■ In 2022, on the point of the 50th anniversary of the establishment of diplomatic relations between China and Germany, our publishing house proposed the idea of establishing a German Center overseas. After extensive discussions with European University Press in Germany, both sides agreed to implement the strategic plan of "Anhui Literature and Art Publishing House's German Center for Western Europe".

Currently, Germany has a large number of enthusiasts of Chinese culture, presenting significant potential and broad prospects for Chinese books in the German market. Therefore, the establishment of the German Center not only provides strong support for our deepening efforts in the Western European book market but also injects tremendous momentum to realize our strategic goal of moving from "going out" to "bringing in", making this initiative a milestone achievement.

□ What achievements have the German Center achieved so far?

■ With the support of the German Center, we have successfully promoted many contemporary Chinese literary works.

In October last year, our publishing house participated in the 75th Frankfurt Book Fair, where we showcased a selection of high-quality books, including the *Wanmei Trilogy* (《皖美三部曲》). We also held the German Center's inauguration ceremony and a signing

ceremony for the German copyright export of several books. Additionally, we signed 19 German rights export agreements for books with European University Press in Germany.

During this year's Beijing International Book Fair (BIBF), we conducted a series of events during the "Light of the Times: International Publishing Salon" to showcase the cooperation achievements of the German Center. We also held a signing ceremony for the German rights of *Good Samaritans of China—Huangshan Mountain Guardians* (《守护黄山的中国好人》).

These achievements have bolstered our confidence and goals of using books as a medium to expand our reach from Germany to other Western European Belt and Road countries. We aim to promote high-quality books overseas and broaden the scope of international publishing cooperation.

□ What are the future plans and goals for Sino-German copyright cooperation and the development of the German Center?

■ We will earnestly implement the development plan of the German Center, establish a regular communication mechanism with European University Press. We will continue to explore the development of publishing and copyright, and the establishment of a cultural industry chain centered around book copyright transactions.

More importantly, we will continue to focus on renowned authors and works, leveraging their strengths to make contemporary Chinese literature the mainstay



Han Lu

of our "going out" products. By focusing on matrix development of IPs related to books, brands, and digital products, we will also explore the establishment of a cultural industry chain centered around IPs, and extend copyright cooperation to "Culture+" new business ventures. We are actively promoting publishing cooperation and aiming to simultaneously publish Chinese and German editions of key project books. The German Center will serve as a hub for expanding our cooperation and exchanges with other European countries.

Finally, we will deepen our efforts in the European market through sustained operations at the German Center. Based on boosting the existing cooperation projects, we seek new international partners, with the aim of promoting high-quality literary and cultural works, and sharing China's story with the world.