

# Publishing+Communication: Expanding New Horizons for Cultural Exchange

By Zhang Chaoyang, Chairman of Phoenix Publishing & Media Group

In 2024, Phoenix Publishing & Media Group continues to rank among the "Global 50" publishers, focusing on our core responsibilities and business. By upholding fundamental principles and breaking new ground, we continue to push forward a comprehensive and multi-dimensional international publishing strategy.

We have collaborated with renowned publishers and institutions in over 60 countries and regions, engaging in the translation and publishing of various subjects of titles as well as cultural activities. In 2024, we sold 450 rights and won 29 international awards.

The "Readings from Jiangsu China" project includes both Jiangsu Literature Translated and Jiangsu Scholars Translated. We have released 14 books in 22 foreign editions, covering 7 languages and reaching 12 countries. Through this project, literary works by Jiangsu authors such as Ye Zhaoyan, Han Dong, Su Tong, Huang Beijia, Lu Min, Xu Zechen, Xu Feng, and Cao Wenxuan, along with academic works by Jiangsu scholars like Xu Xiaoyue, Wang Xiaoxi, Zhou Xian, and Sun Xiaoyun, have been translated and published. With these masterpieces by Jiangsu writers and scholars, contemporary China is being introduced to an ever-growing number of global readers.

We have innovatively created the "Reading China with Phoenix" brand event, which has received enthusiastic responses in countries such as France and Hungary in 2024. Writers, critics and translators from around the world participated in insightful discussions on "Exchanging and Learning Between Civilizations: Literature's Persistence and Innovation". At this event, Philippe Forest, a renowned French author and professor of literature, shared his writing experience and insights. He started with the French poet Baudelaire, who is widely known among Chinese readers,

and Chinese writer Lu Xun, addressing literary exchanges between China and the West.

In addition, a series of blockbuster products created by us have recently achieved great success. The English version of *A History of China in Maps* series ("地图上的中国历史") has been collected by 17 prestigious overseas libraries in the U.S., Germany and other countries. The series *Traditional Chinese Medicine and Treatment* ("中医诊疗系列图书") has been published in 23 languages. *Dinosaurs* (《会动的大恐龙》), a pop-up children's book, has been published in 8 languages, with 80,000 copies sold internationally. The global success of *The Three-Body Problem* (《三体》) graphic novel continues to grow.

We have a deep understanding that effective international communication requires three key principles. The first is serving the economic and cultural development. We remain focused on our core responsibilities, translating our international strategies into actionable corporate practices. Through the "Zheng He Academy" and "Chinese+Skills" publishing projects, we have actively participated in the exchanges between China and the other Belt and Road participants. Second, building on the strength of content, we continue to publish high-quality works. At the same time, we innovate in ways of expression to break through communication barriers. Third, we keep building a comprehensive media communication matrix. We promote the deep integration of publishing+communication, strengthening our cultural foundation through quality publications and expanding our influence through omnimedia communication. With youth-oriented expressions and lightweight dissemination strategies, we actively build a development model where content production and communication channels work in resonance.

Phoenix Publishing & Media Group strives to con-



struct a new global communication model that showcases the charm and distinctiveness of China. The efforts are mainly displayed in three aspects. The first aspect is to deepen international cooperation and expand new spaces for cultural exchange.

We actively participate in major international book fairs such as the London Book Fair and the Frankfurt Book Fair, continually expanding collaborations with top overseas publishers, universities and professional media. We leverage our current investments and business layouts in Europe, North America, South America, Australia, Africa, etc., steadily expanding the internationalization of Phoenix. The second is to create our publishing brands and enhance international presence. We focus on the theme "Jiangsu People and Events Influencing the World" for topic planning, launching a series of publishing projects and multimedia products. We continue to push forward the project "Readings from Jiangsu China", and expand the influence of two international publishing brands: Phoenix International Publishing and Phoenix Library. The third aspect is to innovate in discourse expression, and tell China's story vividly. With the official launch of Phoenix Global Communication Center, we have planned multimedia projects targeting youth audiences, developed a digital immersive exhibition of *The Epic of the Grand Canal* (《中国大运河史诗图卷》), and are actively building an international expression system for contemporary China's stories.

Phoenix Publishing & Media Group attaches great importance to 2025 London Book Fair. Through a variety of on-site activities, as well as appointments with renowned publishing groups and copyright agencies, our "Publishing+Communication" concept will expand international cultural exchanges and promote mutual understanding.

## Pacific Ocean, Atlantic Ocean 《太平洋,大西洋》

Author: Huang Beijia

Publisher: Phoenix Juvenile and Children's Publishing Ltd. (Mar 2021)

ISBN: 978-7-5584-0898-4

Contact: Wu Xiaohong 839469115@qq.com

Through the story of an old overseas Chinese searching for his friend thousands of miles away, the author masterly combines together the beauty of art, the love of family and country, the truth of history, and the fate of the characters, thus presenting a literary masterpiece with a light touch.

## Best Chinese Poetry 《诗词中国》

Author: Wang Meng

Publisher: Jiangsu People's Publishing House (Mar 2025)

ISBN: 978-7-2142-7007-8

Contact: Du Jian jspphrights@163.com

*Best Chinese Poetry* is a collection of over 200 best-known poems throughout the history of China, with vivid interpretation by renowned writer, former Minister of Culture Wang Meng. The author's century-long life experience and unique insights add to the charm and value of the book.

## Marvellous Kunshan 《昆山景象》

Author: He Jianming

Publisher: Phoenix Education Publishing Ltd. (Dec 2024)

ISBN: 978-7-5743-1188-6

Contact: Rena zhao\_yuhan@qq.com

It records the history of reform and development, great achievements



and valuable experience of Kunshan, the top of China's regional economy, which is of great significance for promoting Chinese-style modernization. It's a vivid epitome of Chinese Modernization. This book won the "Excellent Work of 2024 China Reportage Literature".

## The Garden of the Qu Family 《稼家花园》

Author: Ye Zhaoyan

Publisher: Yilin Press (Jun 2024)

ISBN: 978-7-5753-0140-4

Contact: Bonnie Yin yinyue@yilin.com

*The Garden of the Qu Family* unfolds as an epic narrative that chronicles the lives of two families and three generations within an old house in Nanjing's southern district. Spanning the past 7 decades, it captures the essence of ordinary people's experiences in China.

## The Three-Body Problem Trilogy (Graphic Novel) 《三体》图像小说

Author: Liu Cixin

Publisher: Yilin Press (Jan 2025)

Illustrator: Wu Qingsong

ISBN: 978-7-5753-0280-7

Contact: Wang Yuqiang wanguyqiang@yilin.com

*The Three-Body Problem* trilogy, a wildly imaginative sci-fi epic by Liu Cixin, continues to change the lives of its readers forever. With more than 30 million copies sold around the world since its first publication in 2008, *The Three-Body Problem* trilogy has established itself as a modern classic, universally admired.

Currently, this most beloved and acclaimed classic is brought to new life as a gorgeous graphic novel by an acclaimed artist Wu Qingsong. Lifetime admirers and new readers alike will be touched by this special visual edition that joins the ranks of the graphic novel adaptations of *A Wrinkle in Time* and *The Alchemist*.