

# China: Export Toolkit

A guide for international publishers

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# 1. China at a Glance

## 1.1 China in 2019

When Xi Jinping became China's "Chairman of Everything" in 2012, he assumed the leadership of a country firmly on the ascendency. During the prior 30 years of reform and opening, 800m people in China were lifted out of poverty – more than in any other time and place of human history, according to the World Bank. Yet years of endemic corruption coupled with a widening gap between the richest and the poorest saw Xi also inherit a nation where levels of discontent and frustration were high. His tasks: to deliver economic stability by ensuring GDP growth remained above 6.5%, and to shore up the position of Communist Party ideology at the centre of peoples' lives.

In January 2019, in the teeth of a Sino-US trade war and a reported softening in domestic demand, China recorded annual GDP growth figures for 2018 of 6.7% - still within its necessary target range, but a clear signal that the rate of investment and spending in the country had cooled. Some analysts suggest GDP growth could fall to 6.2% by the end of 2019. Whether this signals a coming financial crisis, an inevitable slowdown, or something in between remains to be seen.

### The Publishing industry

Creativity in China sits firmly under the control of the central government, viewed as both an essential part of the future "ideas" economy and a critical element of the nation's propaganda machinery.

There are 55 state-owned publishing groups with approximately 400 publishing houses within their ranks. ISBNs are only issued to state-owned groups and houses. Privately-owned publishing companies are generally designated as "culture companies" (文化公司), studios (工作室), or distributors (发行公司). There are an estimated 1,000 active culture companies operating in China. These private companies perform all the functions of a publisher with the exception of attaching ISBNs and authorising print runs, for which they must enter into commercial arrangements with state-owned partners.

## 1.2 China's book market

The value of China's national retail market grew +11.3% in 2018 to RMB89.4bn (£10.2bn)<sup>1</sup>, according to Beijing OpenBook, China's main independent source of book data.<sup>2</sup> Sales through online bookstores grew +24.7% YOY in 2018 to RMB57.3bn (£6.5bn), while retail from bricks and mortar stores declined -6.69% to RMB32.1bn (£3.7bn). This one-year decline wiped out five years of slender growth in sales through physical stores brought about, in part, by government tax benefits to stimulate the sector.

## 1.3 Government oversight and censorship

Media and content in China is strictly monitored and regulated by a network of government bodies. In recent years publishing fell under the auspices of the State Administration of Press, Publications, Radio, Film and Television (SAPPRFT). Since the formal dissolution of the body in March 2018, the Propaganda Bureau took over the regulation of books and news media, albeit employing the previous related personnel and using the same organizational structure.

### Local publishing

Censorship in China operates on many levels. At its most basic, editors and publishers routinely self-censor acquisitions, as well as adjust translations and book edits based on perceptions of what is and isn't permissible. In addition, government officials will call private meetings to update publishers on areas of short-term sensitivity and alert them to upcoming clampdowns. Formal written guidance is generally not available to foreign-owned entities from these closed-door sessions, and publishers must rely on their own networks and relationships for information.

Temporary clampdowns are regularly enacted during key political anniversaries or as part of campaigns aimed at addressing areas of social concern. The year 2019 has many sensitive dates, including the 70<sup>th</sup> anniversary of the foundation of the People's Republic in October and the 30<sup>th</sup> anniversary of the 1989 Tian'anmen Square Massacre in June.

The most visible recent clampdown affecting international publishers was the freeze on new ISBNs for children's trade books in translation in early 2017; other clampdowns have targeted content related to recent history, ethnic minority culture, fantasy, homosexuality, and religion.

Chinese publishers apply annually for an allocation of ISBNs. While publishers submit book titles, author names, and genres for the year ahead, in practice the authorities will not crawl over lists book-by-book, and ISBNs may be switched around as necessary according to variances in publishing schedules.

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<sup>1</sup> An average 2019 exchange rate of RMB8.755 = £1 is used throughout the report

<sup>2</sup> Source: Beijing OpenBook Annual Report 2018 <https://mp.weixin.qq.com/s/p4pTsHlvkM7A0mEGdraYhA>

Titles likely to attract significant attention, such as those from major international political or business figures, or those directly addressing subjects concerning Chinese social and political history, will be submitted for approval ahead of publication, and the authorities will require detailed line changes. Failure to make the required changes will mean print approval is withheld. State-owned publishers are unwilling to risk the consequences of publishing an unauthorized book. These start with fines, and can escalate up to the loss of business operating licenses and prison sentences. The public “banning” of books is rare in China, but withdrawal of reprint approval of backlist titles does happen regularly and during periodic category clampdowns.

Editors and publishers in China report certain trade publishing houses being given up to 25% fewer ISBNs in 2018, and insiders suggest that a further cut is likely for 2019. The official reason is to focus on the quality rather than quantity of publishing, although a by-product is increased conservatism in title and author selection by publishers and a consolidation of power in the hands of an ever-smaller group of companies.

The state-owned publisher will be held politically and commercially liable for any problematic content published under their ISBN, whether or not it was published in partnership with a private culture company. This puts the ultimate burden of censorship firmly on the shoulders of the state-owned entity.

### Imported foreign language books

Books under overseas ISBNs must enter China through one of approximately 40 state-owned import agencies. Importers serve a dual purpose, in equal parts political filters and for-profit distribution businesses. As with local publishing, there is no public list of banned books, nor a formal appeals process for a book denied importation. Refusal of a title by one importer does not automatically mean another importer will refuse it.

Lists of banned and sensitive words will be informally circulated among import agencies. These lists are subject to change without notice. Audio and e-books under foreign ISBNs must undergo the same “import” process, and must be supplied to third party retailers via an approved state-owned importer with an e-book sales remit (see section 6). The rule of thumb is that anything addressing the “three Ts” – Tibet, Taiwan, and Tian’anmen – cannot be imported; added to that in recent years are mentions of Chinese leaders, living or dead, often regardless of whether that reference be positive, negative, or benign. Maps must be drawn to reflect the Beijing government’s view on key borders, including the Line of Actual Control between China and India, and the textual designation of Taiwan as a province not a country (although fudging the question by not labelling Taiwan is generally ok).

## 2. Trade Publishing

A total of 203,000 new titles were published in China in 2018, with the annual total of new title releases across the market roughly flat since 2012. According to official statistics, children's books became the largest category in 2016, and in 2018 they accounted for one quarter of the total book sales market, pushing education (textbooks and supplementary materials) into second place, and social sciences in third.

For new works published in 2018, education was the largest category, followed by economics, business management, literature, social science, and children's, suggesting that the recent reductions in new ISBNs have specifically targeted trade publishers rather than education. The long-tail sales cycle of contemporary classics in fiction and children's publishing may also contribute to a reduction in new acquisitions and publications (see below).

### 2.1 Fiction bestsellers 2018

In 2018, eight of the top ten fiction titles for the year were published ten or more years ago; six were first published more than 30 years ago. Industry insiders and authors suggest that ever-tighter censorship is largely responsible for an absence of new popular fiction genres or authors. In addition, government pressure to reduce the numbers of new ISBNs issued each year to certain publishers has seen new title acquisitions consolidated into a shrinking group of publishers who are reluctant to risk news voice or genre.

Four of the top ten fiction titles for 2018 were works in translation.

#	Title	Author	ISBN	Publisher	Pub date	List price
1	To Live (活着)	Yu Hua (余华)	9787506365437	Writer's Publishing House	2017	¥28.00
2	Miracles at the Namiya General Store (解忧杂货店)	Keigo Higashino	9787544270878	Thinkingdom Media Group w. Nanhai Publishing Company <sup>3</sup>	2014	¥39.50
3	Three Body Problem, Vol. 1 (三体 1: 地球往事)	Liu Cixin (刘慈欣)	9787536692930	Sci-Fi World w. Chongqing Publishing House	2007	¥23.00
4	Three Body Problem, Vol.2: The Dark Forest (三体 2: 黑暗森林)	Liu Cixin (刘慈欣)	9787536693968	Sci-Fi World w. Chongqing Publishing House	2008	¥32.00

<sup>3</sup>Where two company names are listed, the first is the private publisher responsible for acquisition and editorial, and the second a state-owned company providing the ISBN and other services

5	Three Body Problem, Vol. 3: Death's End (三体 3: 死神永生)	Liu Cixin (刘慈欣)	9787229030933	Sci-Fi World w. Chongqing Publishing House	2010	¥38.00
6	Ordinary World (three-book set) (平凡的世界: 全三册)	Lu Yao (路遥)	9787530216781	Thinkingdom Media Group w. Beijing October Publishing House	2017	¥108.00
7	The Kite Runner (new ed) 追风筝的人 (2018 版)	Khaled Hosseini	9787208061644	Century Wenjing w. Shanghai People's Publishing House	2006	¥36.00
8	Ferryman (摆渡人)	Claire McFall	9787550013247	White Horse w. Baihuazhou Publishing House	2015	¥36.00
9	100 Years of Solitude (百年孤独)	Gabriel Garcia Marquez	9787544291170	Thinkingdom Media Group w. Nanhai Publishing House	2017	¥55.00
10	Fortress Besieged (围城) (钱钟书)	Qian Zhongshu	9787020090006	People's Literature Publishing House	1991	¥39.00

The 2018 top seller, Yu Hua's literary fiction work *To Live*, was first published in 1993, and has consistently featured in the top 40. Its position at #1 was thanks in part to a special 25<sup>th</sup> anniversary edition as well as endorsements from teen idol Jackson Yee, whose online support for the novel on social media resulted in 7.8m post forwards and 620k comments.

*Ordinary World* by Lu Yao (#6) also benefitted from an anniversary, celebrating 30 years since its publication. In addition to appearing on the Chinese middle school reading curriculum, the novel received a boost from the Chinese government, naming it one of the most influential novels of the four-decade reform and opening period.

The only new trend to speak of in fiction was the emergence of sci-fi into the mainstream, with Liu Cixin's 2007 trilogy *The Three Body Problem* breaking the dominance of contemporary classics to take third, fourth, and fifth places. While the first book was published more than ten years ago, sci-fi has only recently moved from the margins of subculture into the mainstream, making its first appearance in China's top ten in 2015. The trend looks likely to continue, with film adaptation of Liu Cixin's novella *The Wandering Earth* taking RMB2bn (£228.4m) at the cinema during the 2019 Chinese New Year holiday week. Whether this marks a bonanza for science fiction writers generally, or just for Liu Cixin remains to be seen.

## 2.2 Non-fiction bestsellers 2018

In 2017, a book based on the speeches and diaries of President Xi Jinping took the #1 spot in non-fiction bestsellers in China. In 2018, books based on Xi's philosophy and biography took first and second places. Sales performance is largely driven by government departments and state-affiliated enterprises instructing employees to read and share his books, guaranteeing the Chinese leader a bestseller.



#	Title	Author	ISBN	Publisher	Pub date	List price
1	Liang Jia River (梁家河)	Xi Jinping (习近平)	9787224127232	Shanxi People's Publishing House	2018	¥36.00
2	Xi Jinping's Seven Years of Educated Youth (习近平的七年知青岁月)	Central Party Committee	9787503561634	Central Party Committee	2017	¥76.00
3	Six Records of a Floating Life (浮生六记)	Shen Fu (沈复)	9787201094014	Guomai Culture w. Tianjin People's Publishing House	2015	¥32.00
4	Red Star Over China (红星照耀中国)	Edgar Snow	9787020116133	People's Literature Publishing House	2017	¥43.00
5	You're Bad (你坏)	Da Bing (大冰)	9787540487669	CS Booky (Boji) w. Hainan Literature Publishing House	2018	¥39.60
6	Principles (原则)	Ray Dalio	9787508684031	CITIC Press	2017	¥98.00
7	Genius to the Left, Madman to the Right (天才在左疯子 in 右)	Gao Ming (高铭)	9787559620125	Beijing Xiron Book Company w. Beijing United Publishing Company	2010	¥39.80
8	Watch (目送)	Long Yintai (龙应台)	9787549550173	Imaginist w. Guangxi Normal University Publishing House	2014	¥43.00
9	Chinse Cartoons in Half an Hour: Collected volume (半小时漫画中国 (全新修订版))	Er Hunzi (二混子)	9787539999883	Dook Book w. Jiangsu Phoenix Publishing House	2017	¥39.90
10	We Three (我们仨)	Yang Jiang (杨绛)	9787108042453	Sanlian Bookstore Publishing	2003	¥23.00

Elsewhere in non-fiction, backlist titles continue to be popular: *Six Records of a Floating Life* was first published in 1877, giving author Shen Fu the prize as China's oldest bestseller. Two of the most popular non-fiction books were from foreign authors: American journalist Edgar Snow's classic 1937 narration of Mao's Long March, *Red Star Over China*, and American entrepreneur and investor Ray Dalio's 2017 book *Principles: Life and Work*.

### 2.3 Children's bestsellers 2018

Evergreen classics by foreign children's authors continue to be popular, with E.B. White's *Charlotte's Web* at #1, ahead of Antoine de Saint-Exupery's *The Little Prince* (#7) and Roald Dahl's *Fantastic Mister Fox* (#10). While brands and licensing tie-in properties such as Peppa Pig and Lego continue to enjoy major success, they tend to not appear as bestsellers, selling copies across their large title and format ranges rather than achieving the sales in single storybooks.

#	Title	Author	ISBN	Publisher	Pub. date	List price
1	Charlotte's Web (夏洛的网)	E.B. White	9787532767373	Shanghai Wenyi Publishing House	2014	¥26.00
2	Grass House (草房子)	Cao Wenxuan (曹文轩)	9787534618727	Jiangsu Phoenix Children's Publishing House	2016	¥22.00

3	Pig Grunt Snore Part 1 (小猪唏哩呼噜: 上)	Sun Youjun (孙幼军)	9787531333277	Spring Wind (Chunfeng) Arts Publishing Company	2008	¥15.00
4	The Wolf King's Dream (狼王梦)	Shen Shixi (沈石溪)	9787534256301	Zhejiang Children's Publishing Company	2009	¥18.00
5	Pig Grunt Snore Part 2 (小猪唏哩呼噜: 下)	Sun Youjun (孙幼军)	9787531333227	Spring Wind (Chunfeng) Arts Publishing Company	2011	¥15.00
6	Totto-Chan: The Little Girl at the Window (窗边的小豆豆)	Tetsuko Kuroyanagi	9787544250580	Thinkingdom Media Group w. Nanhai Publishing Company	2011	¥25.00
7	The Little Prince (小王子)	Antoine de Saint-Exupery	9787201077642	Tianjin People's Publishing Company	2013	¥32.00
8	The Diary of a Smiling Cat (笑猫日记: 邮件小可怜)	Yang Hongying (杨红樱)	9787533296148	Tomorrow Publishing House	2018	¥20.00
9	My Dad (我爸爸)	Anthony Browne	9787543464582	Hebei Education Publishing Company	2014	¥35.80
10	Fantastic Mister Fox (了不起的狐狸爸爸)	Roald Dahl	9787533259563	Tomorrow Publishing House	2017	¥15.00

## 2.4 Top English language titles (imports)

The popularity of Chinese language editions powers the top seller lists for imported English language titles, with Ray Dalio's *Principles* appearing on both Chinese and English language bestseller lists.

Children's books continue to sell extremely well, accounting for 60-70% of imports from major international publishers into China. The market is, however, extremely fragmented, with specialist retailers in imported children's books selling full ranges of major brands and licensing characters in large numbers. As such, bestseller lists from single retailers do not accurately reflect sales into the overall market.

There is no published data on the imported book retail market or bestseller rankings.

### Top imported books on Amazon.cn (full year 2019)

#	Amazon.cn
1	Harry Potter: The Complete Series, J.K. Rowling (Scholastic)
2	Harry Potter Paperback Box Set, J.K. Rowling (Arthur A Levine Books)
3	Principles, Ray Dalio (Simon & Schuster)
4	I Am a Bunny, A Golden Sturdy Book, Ole Risom (Golden Books)
5	A Game of Thrones The Complete Box Set, George R.R. Martin (Harper Voyager)
6	Jerusalem: The Biography, Simon Sebag Montefiore – Complex Chinese (UK, Athena, Taiwan edition)
7	Touch and Feel: Animals and Babies (5 book set), Make Believe Ideas (Scholastic)

8	Tales from the Inner City, Shaun Tan (Arthur A Levine Books)
9	How to Read a Book, Mortimer J Adler (Touchstone)
10	The Book Thief, Markus Zusak (Knopf)

## 2.5 Translation and sub-rights agencies

The majority of international rights trading into China is conducted through the three largest sub-rights agencies, Andrew Nurnberg Associates (ANA), Bardon-Chinese Media Agency, and Big Apple Agency. Increasingly, multinational publishing companies and larger literary agencies handle Chinese rights sales in-house. Other agencies with growing presences in the market include CA Link International, Grayhawk Agency, and Peony Literary Agency.

The internal Chinese publishing market is largely un-agented, with author agreements entered into through direct approaches from publishers. Chinese publishers today are, however, used to dealing with agents when acquiring rights to works from overseas.

Major publishers and agencies report that average advances for foreign titles have increased from around RMB32k (£3,700) in 2016 to around RMB42.7k (£4,800) in 2018.

Anti-money laundering legislation targeted at corrupt businesses has made foreign currency transfers complex and expensive for Chinese publishers. All foreign currency payments must be included in a fully executed agreement in order to secure bank approval, meaning that any additional minor fees such as file charges must be reflected in an addendum or new agreement. Transfers are limited to US\$50k per transaction, requiring publishers to divide larger payments into multiple invoices. Chinese banks routinely require significant personal information from the recipient of a payment, including passport numbers for the company's legal representative.

## 2.6 Selected sub-rights agencies in China<sup>4</sup>

Name	Company description	Business focus
Andrew Nurnberg Associates (ANA) 安德鲁	International literary and subrights agency specialising in China, Taiwan, and Eastern Europe	Represents 200+ global publishers and literary agencies, with offices in Beijing and Taipei
Bardon-Chinese Media Agency 博达著作权代理	Taiwan-based rights management agency	Represents 250+ global publishers and literary agencies, with offices in Beijing and Taipei
Big Apple Agency 大苹果版权代理	Taiwan-based rights management agency founded in 1987	Represents 1000+ global publishers and literary agencies, with offices in Beijing, Shanghai and Taipei
CA Link International 凯琳国际文化版权代理	US-headquartered rights management agency	Represents c.200 global publishers and literary agencies, with offices in Beijing
Grayhawk Agency 光磊国际版权经济有限公司	Taiwan-based rights management and literary agency founded in 2008	Represents 200+ global publishers and literary agencies, with offices in Taipei

<sup>4</sup> In all cases, companies and agencies have been selected as being directly relevant to international publishers

Peony Literary Agency 牡丹花版權代理公司	Hong Kong-based rights management and literary agency founded in 2006	Represents 60 global publishers and literary agencies, with offices in Hong Kong, Taipei, and Beijing
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## 2.7 Top books in Chinese translation, 2018

Popular science, popular history, culture, business and management, and prize-winning fiction tend to be the most popular categories of book to be acquired for translation by Chinese publishers. In the children's category, major brands and licensing IP, award-winning picture book series, and mainstream science, history, and culture continue to be popular.

#	JD.com	Amazon.cn
1	Principles, Ray Dalio (USA, CITIC Press)	Principles, by Ray Dalio (USA, CITIC Press)
2	The Moon and Sixpence, W Somerset Maugham (UK, Big Star Culture Press)	My First Practice Book, Disney (USA, Children's Fun)
3	Miracles at the Namiya General Store, Keigo Higashino (Japan, Thinkindom Media Group)	Rashomon, Ryunosuke Akutagawa (Japan, Phoenix Publishing House)
4	New Concept English Book 1, L.G. Alexander (UK, FLTRP)	Breaking Through Gridlock: The Power of Conversation, Jason J Jay, Gabriel Grant (USA, China Friendship Publishing)
5	Charlotte's Web, E.B. White (USA, Shanghai Wenyi Publishing)	The Stranger, Albert Camus (France, China Media Time)
6	Red Star Over China, Edgar Snow (USA, PLPH)	Miracles at the Namiya General Store, Keigo Higashino (Japan, Thinkindom Media Group)
7	No Longer Human (Osamu Dazai, Japan)	The Moon and Sixpence, W Somerset Maugham (UK, Big Star Culture Press)
8	Ferryman, Claire McFall (UK, White Horse Publishing)	Sapiens, Yuval Noah Harari (Israel, CITIC Press)
9	New Concept English Book 2, L.G. Alexander (UK, FLTRP)	The Willpower Instinct, Kelly McGonigal (USA, Cultural Development Press)
10	The Little Hen (12 book set), Christian Jolibois (France, 21st Century Publishing)	Caring for Your Baby and Young Child, American Academy of Paediatrics (USA, Beijing Science and Technology Press)

### 3. Education Publishing

Sales of education titles through online retailers continued the trend of previous years in 2018, and grew faster than the overall market, registering 18% against overall market growth of 11.4%<sup>5</sup>. This trend may have been exaggerated by government pressure to reduce the number of new titles in the market that seemingly focused on trade books.

Teaching aids for primary and secondary schools accounted for 43.25% of sales, by far the largest single category within education publishing. Examination preparation, foreign language learning, college textbooks, and general teaching aids also continued to perform well, together accounting for more than 90% of the overall education market.

#### 3.1 Bestselling education books (2018)

#	Title	Author	ISBN	Publisher	Pub. date	List price
1	Contemporary Chinese Dictionary (7th edition)	Chinese Academy of Social Sciences	9787100124508	Commercial Press	2016	¥109
2	New Concept English (Book 1)	L.G. Alexander	9787560013466	FLTRP / Pearson	1997	¥29.90
3	Red Star Over China (Student edition)	Edgar Snow	9787020129072	People's Literature Publishing House	2017	¥33
4	Xinhua Dictionary (11th edition)	Chinese Academy of Social Sciences	9787100077040	Commercial Press	2011	¥24.90
5	New Concept English (Book 2)	L.G. Alexander	978756001347	FLTRP / Pearson	1997	¥38.90
6	Compulsory Education Textbook: Student Learning Cards, Mathematics, Year 2	Jiang Jinqiu	9787107266324	People's Education Publishing House	2013	¥
7	Dictionary of Ancient Chinese Language (5th edition)	Jiang Shaoyu et al	9787100119160	Commercial Press		¥39.90
8	One Word Per Day: Speak English Freely	Zhu Wei, Tang Chi	9787519303785	Chunyan Press	2018	¥58
9	Oxford Advanced Learners English-Chinese Dictionary (9th edition)	A.S. Honbyw Li Xuying	978710015860	Commercial Press	2018	¥169
10	Practice Papers: Three Years of College Entrance Exams	Xiao Xiurong	12332117	Open University of China Press	2018	¥199.40

<sup>5</sup> Source: Beijing OpenBook Annual Report 2018

Data from online retailer JD.com suggests that the main consumers of education books are aged 36-45 (45% of buyers), with 30% aged 26-35 (bearing in mind that children's books will be primarily purchased by adults).

Chinese publishers continue to look to foreign publishers for ELT materials, as well as anything addressing STE(A)M subjects, levelled readers, and advice on the development of the childhood brain.

## 4. Chinese Publishers

### 4.1 Top state-owned publishing groups

There is no published reporting of revenue or profit figures for China's publishers. The following list is based on Beijing OpenBook data, released in January 2019, and publishers are ranked in order of revenue size.

#	Name	Name (Chinese)	Key subsidiary companies
1	China Publishing Group	中国出版集团	Parent of 38+ publishers, including Commercial Press, Zhonghua Publishing, SDX Joint Publishing, People's Literature Publishing House and Shanghai 99 Readers (culture company). Parent to Xinhua Bookstore, CNPIEC (import agency)
2	China Southern Media Group	中南出版传媒集团股份有限公司	Parent of 20+ publishers, including Hunan Literature and Art, Hunan Science and Technology Press, Shanghai Insight Media Co, CS Booky
3	Phoenix Publishing Group	凤凰出版传媒集团有限公司	Parent of 10+ publishers, including Phoenix Juvenile and Children's Publishing, Yilin Press, Phoenix Fine Art Publishing
4	China International Publishing Group	中国国际出版集团	Foreign language titles on and from China; parent to seven publishing houses and five magazine titles
5	Jilin Publishing Group	吉林出版集团	Includes Jilin Science and Technology Publishing, Jilin Fine Art Publishing House, Times Art Publishing, and others
6	Beijing United Publishing Group	北京联合出版有限责任公司	Distributor / ISBN partner to a number of private publishers, offering a range of support services
7	China Industry and Information Technology Publishing & Media Group	中国工信出版传媒集团有限责任公司	Parent to Post & Telecom Press
8	Encyclopedia of China Publishing	中文天地出版传媒股份有限公司	Encyclopedia and reference publishing
9	CITIC Publishing Group	中信出版集团股份有限公司	Leading popular business, management, history, and children's book publisher
10	Zhejiang Publishing United Group	浙江出版联合集团	Parent to 11 publishing companies, including Zhejiang People's Publishing House, Zhejiang People's Art Publishing House, Zhejiang Literature and Art Publishing House, Zhejiang Juvenile and Children's Publishing House

### 4.2 Top state-owned trade publishing houses

#	Name	Name (Chinese)	Publishing focus
1	Beijing United Publishing	北京联合出版有限责任公司	Distributor / ISBN partner to a number of private publishers, offering a range of support services. Recently launched its own list of children's, narrative non-fiction, popular science titles
2	CITIC Press	中信出版集团股份有限公司	Leading popular business, management, history, and children's book publisher
3	Beijing World Publishing	世界图书出版有限公司	Specialists in graphic novels, language learning, and psychology
4	China Machine Press	机械工业出版社	Popular business and management books

5	Commercial Press	商务印书馆有限公司	Dictionaries, language teaching reference, academic study aid series
6	People's Literature Publishing House (PLPH)	人民文学出版社有限公司	Literary fiction and narrative non-fiction, from both local and international authors, as well as classics and award-winners
7	People's Daily Publishing House	人民日报出版社	Chinese politics, international relations, Communist thought
8	Foreign Language Teaching and Research Press (FLTRP)	外语教学与研究出版社有限公司	Language teaching and learning, levelled readers, children's trade books, bilingual publishing
9	Hunan Literature and Art Publishing	湖南文艺出版社有限责任公司	Publishers of Chinese and foreign literature and bestsellers
10	Educational Science Publishing House	教育科学出版社	Specialists in textbooks, supplementary education materials, psychology

### 4.3 Top private trade publishers

China's largest private trade publishers (or culture companies) must rely on publishing partners to supply ISBNs and authorize print runs, but will typically handle all other parts of the publishing process in-house, from acquisition and contract through editorial and design to sales, distribution, and marketing. Smaller private publishers may rely on their partner to provide additional services, in particular sales and distribution. The following companies are ranked in order of revenue size.

#	Name	Name (Chinese)	Publishing focus
1	CS Booky	中南博集天卷文化传媒有限公司	Bestselling local fiction, inspiration, popular history, thrillers, fantasy
2	Beijing Xiron Books Co (Motie)	北京磨铁图书有限公司	Popular psychology, commercial bestsellers, mass market local authors, Chinese history
3	Thinkingdom Media Group	新经典文化股份有限公司	Contemporary and modern literature, children's books
4	Beijing Huazhang Graphics & Information Co	北京华章图文信息有限公司	Business, management, investment, finance, computer programming, textbooks
5	Shanghai Dook Publishing Co	读客文化股份有限公司	Popular history, award-winning children's books, quality fiction from international and local authors
6	Ronshin Group	荣信教育文化产业发展股份有限公司	Children's activity and pop-up books, picture books
7	Dolphin Media Co	海豚传媒股份有限公司	Major international and local children's titles
8	Guomai Culture & Media Co	果麦文化传媒股份有限公司	Mass market and bestselling local and international fiction and non-fiction
9	Huicheng Publishing Media Group	湖北惠成出版传媒有限公司	Children's picture books, early learning
10	Beijing RZBook	后浪出版咨询(北京)有限公司	Illustrated publishing, popular science

### Other private trade publishers

#### Alphabetic order

Name	Name (Chinese)	Publishing focus
Baby Cube	童立方	Children's picture and activity books
Beijing Cheerful Century Co Ltd	北京启发世纪图书有限责任公司	Classic picture books (children's)
Beijing Cheers Publishing	北京湛庐传播有限公司	Business, management, popular psychology
Beijing MediaTime Books	北京时代华语国际传媒股份有限公司	Commercial fiction and non-fiction, management, self-help



Beijing Winged Unicorn Books	北京白马时光传媒集团	YA romance, international fiction bestsellers, novels adapted from film & TV series
Children's Fun	童趣出版有限公司	Children's brands and licensing, including Disney
Dandelion Children's Book House	蒲公英童书馆	Major children's authors (international and local), classic picture books
Ginkgo (Beijing) Books	后浪出版咨询(北京)有限责任公司	Children's art theory, English language levelled reading, novelty
Imaginist	北京理想国时代文化有限责任公司	Focus on history, politics, design, essays by Chinese and international intellectuals, and poetry
Little Stepbooks	北京步印文化传播有限公司	Children's and YA titles, major authors and IP
Ruyi Xin Xin Books	北京儒意欣欣文化发展有限公司	YA romance, local mass market fiction, novels adapted from film & TV series, celebrity
Shanghai 99 Readers Culture Co Ltd	上海九久读书人文化实业有限公司	Literary and mass market fiction and non-fiction (international and local), children's

#### 4.4 Top education publishers

There is limited private involvement in education publishing, although there is one major player in the top education publishing houses, the publishing arm of the country's largest private language school and education chain, New Oriental Culture Co. The following companies are ranked in order of revenue size.

#	Name	Name (Chinese)	Publishing focus
1	Foreign Language Teaching and Research Press (FLTRP)	外语教学与研究出版社有限责任公司	English teaching and learning, bilingual publishing
2	Commercial Press	商务印书馆有限公司	Dictionaries, academic classics, reference books
3	New Oriental Culture Co	北京新东方大愚文化传播优先公司	English test prep, language training courses, reference (private language school publishing)
4	Beijing Thousand Autumns Knowledge Publishing	北京千秋智业图书发行有限公司	Civil service entrance exam prep, master's degree exam reference
5	Beijing Qu Frontline Books Planning <sup>6</sup>	北京五三金典图书有限公司	College entrance exam prep, reference
6	Higher Education Press	高等教育出版社有限公司	Primary and middle school textbook publishing
7	China Machine Press	机械工业出版社	Business and management book publishing
8	Hangzhou Chengzhang Trading	杭州诚章贸易有限公司	CPA exam reference, construction industry vocational training test prep, reference
9	East China Normal University Press	华东师范大学出版社有限公司	Primary, middle school and college textbooks, reference
10	Tsinghua University Press	清华大学出版社有限公司	Computer programming and AI learning books, reference

<sup>6</sup> Official translation of company name unavailable

## 5. China's Booksellers and Importers

Booksellers in China have experienced times as tough as anywhere else in the world in recent years. An estimated 50% of all privately-owned bookshops went out of business in the ten years to 2011. The shift to online retail was a large part of the reason. An additional factor was the development of a commercial high street away from state-owned stores to private and foreign entities with customer-focused service that meant older booksellers struggled to keep up.

Book retail in 2018 was worth RMB89.4bn (£10.2bn), up from RMB80bn (£9.1bn) in 2017. Online book retail grew +24% in the year to RMB57.3bn (£6.5bn), accounting for 64% of all book sales in China, up from a 57% share in 2017.

The number of physical sales outlets for books grew +4.3% YOY in 2018<sup>7</sup>, while the value of sales through their doors fell -6.69% to RMB3.6bn (£411m)<sup>8</sup>. This one-year decline wiped out five years of slender growth in retail from bricks and mortar stores thanks, in part, to a series of government tax breaks and subsidies intended to support book retail in the country.

There is no published breakdown of book retail statistics in China. In addition, government data combines book distribution entities together, including publishers' in-house distribution as well as state- and privately-owned retailers.

### 5.1 Import and distribution agencies

All foreign books (those published under a non-Chinese mainland ISBN) must be brought into China via one of 40 state-owned import agencies. The role of these agencies is, in part, political, acting as a filter for sensitive and unwelcome content. Import agencies are also commercial distributors, supplying online and bricks-and-mortar retailers.

There is no published data for the imported book market in China, which accounts for an estimated 9% of the market (c. RMB804m, or £91.9m). Children's books make up approximately 70% of the total market for imported trade books.

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<sup>7</sup> Source: China Bookstore Industry Report 2018-19, China Booksellers Association

<sup>8</sup> Source: OpenBook reporting

Publishers must open accounts with the importers rather than individual retailers or booksellers. Importers will then open accounts with retailers. This is part of the reason imported book data is so opaque. Importer will operate separate accounts to service larger booksellers, ensuring the necessary credit limits and stock availability. Publishers are still responsible for making sales calls to retailers, however, and then make an additional call to a mutually agreed importer to service any orders.

Individual importers will have different strengths, including education, trade, periodicals, children's, and business, although most will handle everything to some degree. Only six importers have the right to import foreign e-books.

## 5.2 Selected import agencies

Name	Acronym	Service type	Website	Email contact
Beijing Publications Import & Export Co	BPIEC	Print book, periodicals, and e-books import	www.bpiec.com.cn	zhanting_bpiec@126.com
China National Publications Import & Export Co Beijing	CNPIEC Beijing	Print book, periodicals, and e-books import	www.cnpiec.com.cn	export@cnpiec.com.cn
China National Publications Import & Export Co Shanghai	CNPIEC Shanghai	Print book, periodicals, and e-books import	www.cnpiecsb.com	qiuchong@cnpiecsb.com
China National Publications Import & Export Co Shenzhen	CNPIEC Shenzhen	Print only	www.cnpiec.com.cn	cnpiecsz@cnpiecsz.com
China Educational Publishers Import & Export Co	CEPIEC	Print book, periodicals, and e-books import	www.cepiec.com.cn	book@cepiec.com.cn
China International Book Traders (Guangzhou)	CIBTC /CIBCGZ	Print book, periodicals, and e-books import	www.cibt.com.cn	jiaq@mail.cibt.com.cn
ShanghaiBookTraders	SBT	Print book, periodicals, and e-books import	www.sbt.cn	sbt@sbt.cn

## 5.3 Bricks-and-mortar retail

Until the early 2000s, China's bricks-and-mortar booksellers were predominantly multi-storey malls run and owned by state-owned enterprises. Distinguished by their brutalist interior décor and limited customer service, over the past 15 years these major retailers have privatised, refurbished, or closed entirely as they confronted a new retail reality. Into that gap has stepped a new generation of private booksellers, ranging from single store lifestyle boutiques to major nationwide independent chains and everything in between.

Most physical retailers operate online bookstores, in the form of branded marketplace sites on Tmall, JD.com, Amazon.cn or Dangdang.com, or through their own sites.

The largest of the independent chains, the 180-store Sisyphé bookseller, now operates in 47 cities, offering events and special offers to its 3.5m active members. Commercial success for China's bricks-and-mortar booksellers lies not in their ability to discount more aggressively than their online rivals, but in

their ability to build and service a community of young people looking for a bookshop that reflects their lifestyle choices and grows their friendship network.

A limited number of foreign-owned stores operates in China, the most visible being Taiwan's Eslite and PageOne, originally headquartered in Singapore and acquired by private Chinese publisher Thinkindom in 2017. A limited range of imported titles in English, complex Chinese, and Japanese are generally sold by the top independent stores, although the best range is still to be found in stores specialising in imported books. Provided they can demonstrate their copies came from an authorised importer, any retailer may sell imported titles.

## 5.4 Selected physical retailers

Name	Location	Retail focus & type	Website
Blue Fountain 蓝泉	Shanghai (HQ)	Specialists in school and education resources, plus children's books	<a href="http://www.bluefountain.cn/en">www.bluefountain.cn/en</a>
Boocup 现代书店	Multiple (primarily Shanghai)	The rebranding of state-owned importer CNPIEC Shanghai retail, wide range of foreign imported titles	<a href="https://ztshtsyx.world.tmall.com">https://ztshtsyx.world.tmall.com</a>
Bookworm 老书虫	Beijing (HQ), Chengdu, Suzhou	English book retail & library, coffee shop, annual literary festivals and regular author events	<a href="http://beijingbookworm.com">http://beijingbookworm.com</a>
Eslite 诚品	Suzhou, Shenzhen Taiwan HQ	Major retailer of imported and local books, plus stationary, and gifts	<a href="http://www.eslite.com">www.eslite.com</a>
Fang Suo Commune 方所	Guangzhou (HQ), Chengdu, Chongqing, Qingdao	Independent retailer and lifestyle brand selling general trade books	<a href="http://www.fangsuo.com">www.fangsuo.com</a>
Foreign Languages Bookstore 北京外文书店	Beijing	Retail outlet for state-owned importer BPIEC; full range of imported education and trade titles	<a href="http://www.bpiec.com.cn">www.bpiec.com.cn</a>
GardenBooks 韬奋西文书局	Shanghai	Boutique English language bookstore, coffee shop, and organizes occasional author events	<a href="http://www.bookzines.com">www.bookzines.com</a>
OWSPACE 单向空间	Beijing (3xstores)	Quality retailer of adult and children's books, organizes regular author events. Primarily local titles, limited imports	<a href="http://www.owspace.com">www.owspace.com</a>
PageOne PageOne 书店	Beijing (x3), Hangzhou, Chengdu	Major retailer of imported and local books (specialists in design), plus stationary and gifts	<a href="http://www.weibo.com/pageonechina">www.weibo.com/pageonechina</a>
Poplar 蒲蒲兰绘本馆	Beijing (multiple)	Specialists in children's picture book retail off-and online. Owned by Japanese publisher	<a href="http://www.poplar.com.cn">www.poplar.com.cn</a>
Sanlian Bookstore 三联书店	Beijing (multiple)	Quality Chinese language retail and events, including 24-hour stores, with limited imports	<a href="http://www.sdxjpc.com">www.sdxjpc.com</a>
Shanghai Airport Media	Shanghai airports (Pudong and Hongqiao)		
Shanghai Book Traders 上海外文图书公司	Shanghai (single store)	High quality, full range retailer of imported education and trade books, with significant online presence	<a href="http://www.sbt.cn">www.sbt.cn</a>
Sisyphe 西西佛	180 stores in 47 cities, Chongqing HQ	China's largest independent retail chain, selling full range of Chinese titles and limited imports	<a href="http://www.sisyphe.com.cn">www.sisyphe.com.cn</a>
Xiao Feng Bookstore 杭州晓风书	Hangzhou (15xstores)	Major independent retailer of and distributor of Chinese titles with limited imported books	<a href="http://www.weibo.com/u/1064476362">www.weibo.com/u/1064476362</a>
Yan Ji You 言几又	Chengdu (HQ), Beijing, Shanghai, Hangzhou & others	Independent retailer and lifestyle brand selling full range of Chinese literature, stationary, gifts, with limited imports	<a href="http://www.yanjijyou.com">www.yanjijyou.com</a>

## 5.5 Online retail

China's online booksellers have continued to grow their market share, taking increasing retail away from their bricks-and-mortar rivals. The share of online sales tipped over the 50% mark in 2016. In 2018, online sales grew +24% to RMB57.3bn (£6.5bn).

There are three major online retailers jockeying for position: JD.com, Dangdang.com, and Amazon.cn. Each of the three companies sells a combination of local publishing, imports, and e-books, with Amazon leading the way on imported print and e-book titles. The trio are increasingly shifting their business model more towards marketplace selling. Here, they must content with a fourth player – the Alibaba-owned Tmall – who carries around 30k booksellers offering both print and e-books.

There is no published data as to the value or volumes of books bought and sold through the numerous private retailers operating on Tmall.

## 5.6 Major online retailers

Name	Website	Retail focus & type
Amazon China 亚马逊	www.amazon.cn	General retail portal. Major full range retailer of education and trade books. Market leader in the sale of English imports and e-books.
Dangdang 当当	www.dangdang.com	General retail portal. Major full range retailer of education and trade books. Particularly strong in the sale of children's books
JD.com 京东	www.jd.com	General retail portal and largest full range retailer of education and trade books.
Tmall.com 天猫	www.tmall.com	Major marketplace seller of anything and everything, including books

## 5.7 Social e-commerce

In addition to the major online retailers, a growing cohort of social e-commerce sites sell narrow ranges of specific titles to closed membership communities via the WeChat platform, or more widely through Weibo and Tmall stores. There are many specialist retailers of imported children's books in this area, as well as other influencer channels such as the Logical Thinking (Luojsiwei) WeChat account, offering two-day title promotions on adult non-fiction that can generate revenues of up to RMB45m (£5.1m) per title.

Social e-commerce sellers in the children's category tend to include a range of members-only deals, video guides on how to use the books, advice from child education experts, and more. They will often place large firm sale orders with foreign publishers and require a degree of customisation in order to create a special selling point.

Successfully accessing and servicing this customer base generally requires local support, as requirements can be complex. Typically, China's social e-commerce players also need rapid turnaround and approvals from foreign publishers.

## 5.8 Selected social e-commerce retailers

Name	Website	Retail focus & type
Caldecott Books	<a href="https://kdkts.tmall.com">https://kdkts.tmall.com</a>	Major e-commerce seller of children's trade titles with limited educational range
Cihong Bookstore 赐宏图书专营店	<a href="https://cihongts.world.tmall.com">https://cihongts.world.tmall.com</a>	Wide range of children's books in Chinese and English (imports)
EliteKids English Book City 优学宝贝图书专营店	<a href="https://yxbts.tmall.com">https://yxbts.tmall.com</a>	Imported children's and YA trade and education titles
Green Gables English Book 绿山墙英文图书	<a href="https://lsqts.tmall.com">https://lsqts.tmall.com</a>	Imported children's and YA books
Guangdong Da Yin 图书音像专营店	<a href="https://shop112337325.taobao.com">https://shop112337325.taobao.com</a>	Range of imported and local titles for children and young adults, including reference, trade, and education
Ivy Dad 常青藤爸爸旗舰店	<a href="https://changqingtengbaba.tmall.com">https://changqingtengbaba.tmall.com</a>	Range of local and imported children's books with a focus on how to educate and stimulate your child
Simon English Children's Books 西文图书专营店	<a href="https://xiwents.tmall.com">https://xiwents.tmall.com</a>	Imported children's trade and education titles
Sino-Commercial 中华商务	<a href="https://zhswts.tmall.com">https://zhswts.tmall.com</a>	Wide range of education and trade titles in Chinese, English and Korean, particularly strong in animé and business
SPBooks 善本图书	<a href="https://shanbents.tmall.com">https://shanbents.tmall.com</a>	Specialist art, design, illustrated reference, and animé retailer (local titles plus imports in Japanese and English)
Topway English 华研外语	<a href="https://huayants.tmall.com">https://huayants.tmall.com</a>	Wide range of English learning support materials for children including picture books, dictionaries, and reference titles

## 6. Audio and E-books

### 6.1 Audiobooks

Much as in other countries around the world, audio publishing is having something of a moment in China. And as is generally the case, this market operates somewhat differently in China than it does in other parts of the world, with audio platforms offering a combination of live broadcasts, mini-courses (essentially non-fiction books broken down into episode), and the more familiar audiobooks.

The market has expanded rapidly over the past three years, with two main players Ximalaya and Dedao claiming the largest libraries of exclusive audio adaptations, at around 1,000 each. Other players include Qingting FM (Dragonfly), Lizhi FM (Lychee), and LRTS. Additionally, online booksellers Dangdang and Jingdong have established their own audio presence, as well as a handful of publisher-owned sites such as CITIC Press.

In general terms, audio still has a very low market penetration rate, at around 20%. While the value of China's audiobook market reportedly grew +34.8% in 2018 to RMB4.5bn (£518m), the total number of users grew at the slower rate of +26.5%, to 383m people, according to online reports. Users are relatively young, with 63.4% under 30 years of age.

Dominant market player Ximalaya claims 300m subscribers to their media platform. Users spend an average of 180 mins per day listening to their media, generating 3bn hours of listening. A total of 77.5% of users say they are prepared to pay for content on the site. The company claims that around half of the traffic to their platform comes for their audiobooks, and the category accounts for 60% of listening time. The challenge now is to ensure audio content becomes more widely used and shared, rather than becoming established as a niche product.

### 6.2 Selected audiobook platforms

Platform	Address	Audio focus and type
iGet 得到 FM	<a href="http://www.igetget.com">www.igetget.com</a>	Second-largest audiobook platform in China, offering a range of original audiobooks and audio content, focused on business, philosophy, and inspiration
Lizhi FM 荔枝 FM	<a href="http://www.lizhi.fm">www.lizhi.fm</a>	Third-largest audio channel combining user-generated content and professionally-generated content
LRTS 清湖听书	<a href="http://www.lrts.me">www.lrts.me</a>	Formerly known as Truelake Audio, features translations of authors such as Dan Brown and Game of Thrones, as well as local children's and adult titles
Qingting FM 蜻蜓	<a href="http://www.qingting.fm">www.qingting.fm</a>	Full range of audiobook and podcast content
QQ FM 企鹅 FM	<a href="https://fm.qq.com">https://fm.qq.com</a>	Fourth-largest audio platform, owned by Tencent, offering full range of audiobook and podcast content
Ximalaya 喜马拉雅	<a href="http://www.ximalaya.com">www.ximalaya.com</a>	Largest audio platform, publisher of around 10k audio works, offering a mixture of local and international (translated) content

## 6.3 E-books

At the opposite end of the digital market China's e-book market. Accounting for an estimated 2% of the overall book market, e-books have never managed to meaningfully find their place in the Chinese market. Amazon's Kindle device, as well as various local counterparts such as the iReader, are available in the country, and e-readers are seen on subway trains in major cities. They are, however, used by a small proportion of the very heaviest book readers.

Part of the reason for an apparent lack of interest in e-books may be the popularity of online literature. These works of fiction and non-fiction are written specifically to be read on mobile devices, and are very different in form and style to e-books adapted from long form print. There are an estimated 300m registered users of online literature sites, with 45.6% of Chinese netizens holding an account. The largest, Tencent's China Literature, operates a stable of 19 sites that hold the rights to 10m virtual books in more than 200 genres.

There are around 30 companies authorised for e-book business and publishing, including specialist technology companies and a handful of publishers.

Five import agencies are permitted to import foreign language e-books into the country: CNPIEC, CEPIEC, CIBTC, BPIEC, and SBT (see section 5.2 for agency details).

## 6.4 Selected digital reading platforms

Platform	Address	Audio focus and type
Amazon China 亚马逊	<a href="http://www.amazon.cn">www.amazon.cn</a>	One of the largest and oldest e-book platforms, and foremost in the retail of imported e-books. Sells its Kindle e-reader
China Literature 阅文集团	<a href="http://www.yuewen.com">www.yuewen.com</a>	Group company accounting for the largest online community of mass market internet fiction and non-fiction. Owned by Tencent
Duokan 多看阅读	<a href="http://www.duokan.com">www.duokan.com</a>	Launched in 2011, benefiting from a close relationship with local smartphone company Xiaomi (Android)
iReader 掌阅	<a href="http://www.zhangyue.com">www.zhangyue.com</a>	Founded in 2008, a major player in mobile digital reading of both e-books and internet fiction. Sells its own e-reading device
Netease Cloud Reading 网易云阅读	<a href="http://www.yuedu.163.com">www.yuedu.163.com</a>	Powered by major internet company Netease (a major player in online gaming and film production), sells a wide range of digital reading content
Shuqi 书旗小说	<a href="http://www.shuqi.com">www.shuqi.com</a>	A recent entrant to the space, funded by Alibaba and focused on internet fiction



## 7. Directory

### 7.1 Selected trade bodies

Name	Address	Phone	Email
UK Department of International Trade	British Embassy, 11 Guanghua Lu, Chaoyang, Beijing 100600 北京市朝阳区光华路 11 号英国大使馆	+86-10-5192-4000	Commercialmail.beijing@fco.gov.uk
British Council (China) Note: Offices in Beijing, Shanghai, Guangzhou, Chongqing	Cultural and Education Section, British Embassy, 4/F Landmark Building Tower 1, 8 North Third Ring Road East, Beijing 100004 北京朝阳区东三环北路 8 号亮马河办公楼 1 座 4 层 英国大使馆文化教育处 100004	+86-10-6590-6903	www.britishcouncil.cn/en/contact
China-Britain Business Council	The British Centre, Room 1001 China Life Tower, 16 Chaowai Avenue, Beijing 北京市朝阳区朝阳门外大街 16 号 中国人寿大厦 1001 室英国贸易协会北京代表处	+86-10-8525-1111	enquiries-beijing@cbbc.org.cn

### 7.2 Selected book publishers (trade and education)

Name	Address	Email
21st Century Publishing 二十一世纪出版集团	75 Zi'an Road, Nanchang, Jiangxi 江西省南昌市子安路 75 号	rights@21cccc.com
Beijing United Publishing 北京联合出版有限责任公司	9/F, Block B, Desheng International Centre, 83 Dewai St, Xicheng, Beijing 西城区德外大街 83 号德胜国际中心 B 座 9 层	bjlhcb@sina.com
Beijing World Publishing 世界图书出版有限责任公司	137 Chaonei Street, Dongcheng, Beijing 北京市东城区朝内大街 137 号	zhangyueeuy@sina.com
China Architecture and Building Press 中国建筑工业出版社	Room 1006, 9 Sanlihe Road, Wanlizhuang, Beijing 北京市百万庄三里河路 9 号 1006 室	ydn@cabp.com.cn
China Machine Press 机械工业出版社	22 Mianzhuang Street, Xicheng District, Beijing 北京市西城区百万庄大街 22 号	cmpedu@cmpedu.com
CITIC Press 中信出版社	10/F, Block 2, Fusheng Building, Huixin East Road, Chaoyang District, Beijing 北京市朝阳区惠新东街甲 4 号富盛大厦 2 座 10 层	author@citicpub.com
Commercial Press 商务印书馆	36 Wangfujing Dajie, Beijing 北京市王府井大街 36 号	cpinter@public3.bta.net.cn
CS Booky 中南博集天卷传媒文化有限公司	8/F, Block B, Wangjing Rongke Centre, Chaoyang, Beijing 北京市朝阳区望京融科中心 B 座 8 层	jiaoliu@booky.com.cn
East China Normal University Press 华东师范大学出版社有限公司	3663 Zhongshan North Road, Putuo, Shanghai 上海市普陀区中山北路 3663 号, 华东师范大学校内, 先锋路口	vihorae@gmail.com
Encyclopedia of China Publishing 中国大百科全书出版社	17 Fuchengmen North Street, Xicheng, Beijing 北京市西城区阜成门北大街 17 号	scy_x_dbk@163.com

Foreign Language Teaching and Research Press (FLTRP) 外语教学与研究出版社	FLTRP Building, 19 West Third Ring Road, Haidian, Beijing 北京市海淀区西三环北路 19 号外研社大厦	banquan@fltrp.com
Jieli Publishing House 接力出版社	C401 Meihui Building, 58 Dongzhong Road, Dongcheng, Beijing 北京市东城区东中路 58 号美惠大厦 C401 室	jielitougao1@jielibook.com
People's Publishing House 人民出版社	Jinlongji Building, 99 Longfusi Street, Dongcheng, Beijing 北京市东城区隆福寺街 99 号金隆基大厦	zjrms@sina.com
People's Literature Publishing House 人民文学出版社	166 Chaonei Dajie, Dongcheng, Beijing 北京市东城区朝内大街 166 号	renminwenxue@cp.com.cn
Post & Telecom Press 人民邮电出版社	514, Block A, Xizhaosi Street, Dongcheng, Beijing 北京市东城区夕照寺街 14 号 (A 座) 514 室	contact@epubit.com.cn
Publishing House of Electronics Industry 电子工业出版社	Huaxin Building, 288 Jinjia Village South Exit, Wanshou Road, Haidian, Beijing 北京市海淀区万寿路南口金家村 288 号华信大厦	support@phei.com.cn
Qingdao Publishing House 青岛出版社	182 Hai'er Road, Laoshan, Qingdao, Shandong 山东省青岛市崂山区海尔路 182 号	qdpublishing@foxmail.com
Shanghai Translation Publishing House 上海译文出版社	1703, 193 Fujian Middle Road, Shanghai 上海市福建中路 193 号 1703 室	info@yiwcn.com.cn
Social Sciences Academic Press (SSAP) 社会科学文献出版社	1507 Block A, Hualong Building, 29 North Third Ring Road, Xicheng, Beijing 北京市西城区北三环中路甲 29 号华龙大厦 A 座 15 层 1507 室	ssapcopyright@ssap.cn
Tomorrow Publishing House 明天出版社	39 Shengli Street, Jingjiu Road, Jinan City, Shandong 山东省济南市经九路胜利大街 39 号	tomorrowpub@live.cn
Tsinghua University Press 清华大学出版社有限公司	405B, Building B, Xueyan Building, Shuangqing Road, Haidian, Beijing 北京市海淀区双清路学研大厦 B 座 405B 室	contactlx@163.com
Zhejiang Juvenile and Children's Publishing House 浙江少年儿童出版社	40 Tianmushan Road, Hangzhou 中国杭州天目山路 40 号	zjcb@zjcb.com
Zhonghua Publishing 中华书局	38 Taiping Qiao Xi Li, Fengtai, Beijing 北京市丰台区太平桥西里 38 号	faxing@zhbc.com.cn

### 7.3 Selected private publishers (culture companies)

Name	Address (English)	Email
Baby Cube 童立方	A1004-5 Beijing Institute of Printing, No.1, Section 2, Xinghua North Road, Daxing, Beijing 北京市大兴区兴华北路二段 1 号北京印刷学院内 (北京绿色印刷包装产业技术科研楼) A 座 10 层 A1004-1005 号	984523158@163.com
Beijing Cheerful Century Co Ltd 北京启发世纪图书有限责任公司	1201 Block B, Desheng International Centre, 83 Deshengmen Wai Street, Xicheng, Beijing 北京市西城区德胜门外大街 83 号德胜国际中心 B 座 1201	Quxiaoxia@7jia8.com
Beijing Cheers Publishing 北京湛庐传播有限公司	8A, 1949 Media Industry Base, 7 Dongba Road, Chaoyang, Beijing 北京朝阳区东坝路 7 号院创意总社 1949 传媒产业基地 8A	service@cheerspublishing.com
Beijing Huazhang Graphics & Information Co 北京华章图文信息有限公司	1 Wanzhuang South Street, Xicheng, Beijing 北京市西城区百万庄南街 1 号	hzcxj@hzbook.com
Beijing Imaginist Culture Co 北京理想国时代文化有限责任公司	Building 26, Xinghua Dongli, Hepingli, Dongcheng, Beijing 北京市东城区和平里兴化东里 26 号楼	tougao@imaginist.com.cn
Beijing MediaTime Books 北京时代华语国际传媒股份有限公司	3/F, Block B, Industrial and Commercial Building, 4 Fufeng Road, Fengtai Science City, Beijing 北京市丰台区丰台科学城富丰路 4 号工商联大厦 B 座 3 层	mediatime@chinamediatime.com
Beijing RZ Book 北京日知图书有限公司	3/F Dahua Tiantan Building, People's University South Road, Haidian, Beijing 北京市海淀区人民大学南路大华天坛大厦三层	althea26@126.com

Beijing Winged Unicorn Books 北京白马时光传媒集团	9/F Hejian Building, 20 Ganluyuan Nan Li, Chaoyang, Beijing 北京市朝阳区甘露园南里 20 号核建大厦 9 层	kefu@bmsgmedia.com
Beijing Xiron Books Co (Motie) 北京磨铁图书有限公司	10/F Desheng International Centre, Xicheng, Beijing 北京市西城区德胜国际中心 10 层	kefu@motie.com
Children's Fun 童趣出版有限公司	Post & Telecom Publishing Building, 11 Chengshousi Road, Fengtai, Beijing 北京市丰台区成寿寺路 11 号邮电出版大厦	yhzhao@childrenfun.com.cn
Dandelion Children's Book House 北京蒲公英童书馆文化传播有限公司	Room 202, Building 18, Postmodern City, 16 Baiziwan Road, Chaoyang, Beijing 北京市朝阳区百子湾路 16 号后现代城 18 号楼 202 室	491623763@qq.com
Dolphin Media Co 海豚传媒股份有限公司	2/F Power Centre, Hubei Publishing and Cultural City, 268 Chuxiong Avenue, Wuhan, Hubei 湖北省武汉市楚雄大道 268 号湖北出版文化城动力中心 2 楼	candy@dolphinmedia.cn
Ginkgo (Beijing) Book Co 后浪出版咨询(北京)有限责任公司	2-3/F, North Building, 13 Nafu Hutong, Jingshan Street, Dongcheng, Beijing 北京市东城区景山街道纳福胡同 13 号北楼 2-3 层	copyright@hinabook.com
Guomai Culture & Media Co 果麦文化传媒股份有限公司	5/F, Block B, West Bank Creative Park, 181 Guyi Road, Xuhui, Shanghai 上海市徐汇区古宜路 181 号西岸创意园 B 座 5 层	luyanting@guomai.cc
New Oriental Culture Co 北京新东方大愚文化传播优先公司	北京市海淀区海淀东三街 2 号新东方南楼 19 层	XX?
Ronshin Group 荣信教育文化产业发展股份有限公司	Xi'an National Digital Publishing Base, Tiangu 8th Road / Yunshui 1st Road, Xi'an, Sha'anxi 陕西省西安市西安国家数字出版基地二期(天谷八路与云水一路交界处往西 100 米)	susan.fan@lelequ.com
Ruyi Xin Xin Books 北京儒意欣欣文化发展有限公司	2/F, CN-03 Lajing Cultural and Creative Industry Park, 1 Balili Village, Chaoyang, Beijing 北京市朝阳区八里庄东里 1 号莱锦文化创意产业园 CN-03 座二层	yangjing@ruiyibooks.com
Shanghai99ReadersCulture Co Ltd 上海九久读书人文化实业有限公司	6/F, Block B, Duoyunxuan Art Centre, 1188 Tianyaoqiao Road, Shanghai 上海市天钥桥路 1188 号朵云轩艺术中心 B 座 6 层	service@99read.com
Shanghai Dook Publishing Co 上海读客图书有限公司	Building 6, 1003 Guangfu West Road, Putuo, Shanghai 上海市普陀区光复西路 1003 号 6 幢	shenjun@dookbook.com
Thinkingdom Media Group 新经典文化有限公司	10/F, New Office Building, 6 North Middle Third Ring Road, Xicheng, Beijing 北京市西城区北三环中路 6 号新办公大楼 10 层	rights@readinglife.com

## 7.4 Selected sub-rights agencies

Name	Website	Email
Andrew Nurnberg Associates (ANA) 安德鲁	www.nurnberg.com.cn	jhuang@nurnberg.com.cn
Bardon-Chinese Media Agency 博达著作权代理	www.bardonchinese.com	weiguang@bardonchinese.com
Big Apple Agency 大苹果版权代理	www.bigapple-china.com	wanda-chou@bigapple-china.com
CA Link International 凯琳国际文化版权代理	www.ca-link.cn	shan@ca-link.com
Grayhawk Agency 光磊国际版权经济有限公司	www.grayhawk-agency.blogspot.com	gray@grayhawk-agency.com
Peony Literary Agency 牡丹花版权代理公司	www.peonyliteraryagency.com	marysia@peonyliteraryagency.com

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