



10 – 11 June 2020, Publishing Virtual Trade Mission to China

The China Britain Business Council is running a Virtual Trade Mission to help UK publishing and educational technology companies meet and engage with their Chinese counterparts.

The Virtual Trade Mission will make use of online conferencing systems, and will facilitate UK publishers and EdTech companies to virtually meet, discuss commercial opportunities, and build relationships with Chinese counterparts interested in sourcing content from the UK.

In partnership with the China Council for the Promotion of International Trade Shanghai (CCPIT) and using our network of 13 offices in China, the China Britain Business Council will source and identify Chinese publishing houses and IP development organisations that have the desire and capabilities to import UK publishing materials.

The virtual event will be spread out over two days:

- 10 June: Webinar on the latest updates for the publishing sector
- 11 June: 1-2-1 Meetings

Details:

Dates and Timing:

- 10 June 2020 – 9:00am – 10:30am BST
- 11 June 2020 – 8:00am – 11:00am BST

Cost: £250 + VAT per company to participate in 1-2-1 Meetings

Format:

10 June – 1hr 30min webinar with industry experts providing an update on the latest trends within the Chinese publishing sector.

11 June

- UK and Chinese publishers complete a template profile of their company and return to CBBC;
- CBBC to circulate company profiles and participating companies to indicate meeting preferences.
- CBBC will arrange and facilitate 1-2-1 Meetings on 11 June.

Next Steps:

To participate in this virtual trade mission please register at this link [here](#).

Upon completing the registration form, CBBC will confirm your registration with a participation invoice and a template to outline your organisation.

Registration for the webinar can be found [here](#), with speaker details to be released shortly.

Chinese Publishers:

The CBBC has approached the following Chinese publishers who have expressed an interest in participating in this initiative:

1. China Education Publishing & Media Group Ltd. 中国教育出版传媒集团
2. Babycube 童立方
3. Dolphin Media 海豚传媒
4. Hope Publishing 希望出版社
5. Beijing Kids Media 国开童媒
6. Thinkingdom Children's Book 新经典童书

7. China Children's Press And Publication Group 中国少儿新闻出版总社
8. CITIC Publishing 中信出版
9. Children's fun 童趣
10. Jieli Publishing House 接力出版
11. 21 Century Publishing 21 世纪出版

12. Shanghai Century Publishing 上海世纪出版集团
13. Phoenix Media Group 凤凰出版集团
14. Anhui Children's Publishing 安徽少儿出版
15. Dandelion Children's Book House 蒲公英儿童图书馆
16. Tomorrow Publishing 明天出版社



17. Aurora Publishing House 晨光出版社
18. Hangzhou Acre Junior Library 一亩童书馆

19. Flydragon FM (Audio Books) 蜻蜓 FM
20. Daylight Publishing 天天出版社

CBBC will recruit Chinese publishers that best match participating UK publishers and Edtech companies. The criteria of Chinese publishing houses are:

- Publishing houses that are focused on children's book publishing and have the need to introduce or co-design popular science books (paper or electronic version);
- Publishing houses that intends to internationalize their titles and seek content design and new product development with British publishing houses;
- Publishing houses with educational publishing and foreign language publishing as their main business focus;
- Publishing houses that have worked with international publishing houses;
- Publishing houses that have English language capabilities.

Contact CBBC:

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About CBBC:

The China-Britain Business Council helps British and Chinese businesses and organisations work together in China, the UK and third markets around the world.

<http://www.cbbc.org/>