

Online +3,100 Physical Bookstores: China-themed Books Easy to Get

网店+3100实体店:更多中国题材图书可以方便买到

The Chinese Books Exhibition was launched before Christmas 2010. One hundred Chinese bookstores all over the world joined in the exhibition. One month later, Lagardère Service SAS from France started exhibition about Chinese New Year among over 100 airport bookstores. For those who want to learn more about China, these two events have brought many more Chinese books and books about China to the world. The exhibitions are officially supported by Chinese government and it's just the beginning of the Chinese Publication of International Marketing Channels Project. The whole project includes: the International Book Selling Channels Cooperation Project by Lagardère Service and Shanghai Press and Publish Developing Company, the Global Sales Exhibition of Chinese Books by China International Book Trading Operation and some local book trading companies, and the Cross-training Program of Online Bookstores by famous online stores in China and overseas. The three programs are trying to build a sales network among international mainstream market, the leading Chinese bookstores overseas, and international online bookstores. President of Shanghai Press and



Publish Developing Company WANG Youbu said the cooperating with Lagardère Service was a great experience, after a 8-month negotiation, the deal was done and it reached a perfect result. Lagardère Service SAS is one of the biggest book sales chain in France. The company has more than 3,100 bookstores all over the world. Through the cooperation with Lagardère Service, there are going to be more and more Chinese publications going out to the world selling network, bringing Chinese culture to the world. Different from the traditional marketing channels, the Cross-training

Program of Online Bookstores is working with online booksellers, such as Dangdang, Amazon Joy and Boku Bookstore Spokesman for the program said they wish to develop the

great potential of China's market to worldwide through science and technology.

On 21st April 2011, 360buy.com announced their new international shipping services. The service provides international shipping services to all over the world for users who love to read Chinese books. Oversea users can shop through more than 400 thousand Chinese books on 360buy. Vice-president of 360buy-Books SHI Tao said: "The prices of all the books selling overseas are the same at which they can get in China, but readers have to pay extra shipping payment to the 3rd-party shipping company. In our case, it is DHL." In addition, the online payment platform for oversea users is PayPal.

WANG Dong & MENG Ye, translated by DUAN Yimei

Internet Tycoons Fight for the Market of E-publishing in China

互联网巨头争切数字出版蛋糕



President of CBBR Meets Thomas Minkus in Beijing

本报将与法兰克福书展加大合作力度

Chief-editor and president of the China Book Business Report Sun Yuemu has held bilateral talks with Thomas Minkus, vice-president from Frankfurt Book Fair in Beijing on 30th August this year. During the conference, two sides both agreed to step forward for the further strategic cooperation. Sun Yuemu recalled the history of cooperation between both sides. He said, in the past few years the cooperation between CBBR and Frankfurt Book Fairs has received an excellent result, so the further cooperation should be driven. He hope both sides would give full play to their advantages. Minkus said, the China Book Business Report is a highly recognized and valued paper in China's publishing industry, and he hope the further cooperation between both sides can be enhanced in the areas of international book fairs, exclusive

issues, internet resources and etc. As the most authority paper in Chinese publishing industry, CBBR and Frankfurt Book Fair have been working together for many years in variety of areas. Especially in recent years, Sun meets Juergen Boss once a year, and launch the Frankfurt Exclusive during BIBF every year. The Frankfurt Book Fair has been committed sponsored by CBBR of releasing the English issue "the Frankfurt Book Fair Special". In November 2009, CBBR and Frankfurt Book Fair signed a strategic partnership framework agreement. After that, CBBR has been invited to Brazil and Abu Dhabi international book fair as the only Chinese media. At the same time, Frankfurt Book Fair contribute articles and news report about German publishing industry regularly to CBBR.

LI Peng, translated by DUAN Yimei

Chinese internet giants started to enter the digital publishing market in the early of 2011. The online e-book store Cloudayr has launched an 'inside-store' service on 11th April. The store is owned by one of the biggest literature online service group Shengda Literature. Two days later, the biggest online retailer Taobao.com launched a bookselling service platform, which is also can be used by iPhone system. The very next day on 14th April, China Unicom announced their new mobile-reading services. Shengda Literature, Taobao and Baidu, the three biggest Internet Tycoons in China, all started their digital publishing business in 2011. At the same time, three mobile operators, China Mobile, China Unicom and China Telecom, also started to entering the market digital publishing in 2011 with even larger

strength. It brings much more challenges to medium and small size of e-publishers, and the reshuffle of digital publishing industry soon is coming. With the protest of copyright infringement from writers to Baidu, confidants and dependents from writers and publishers have become the most important issue for all those internet and telecom tycoons. Under the pressure, the brand image of Taobao online bookstore is positioned to be Genuine, which is, legal channels and copies. For a large number of publishers, companies and authors, paid-formodel is definitely a temptation. On the other hand, for a larger share of digital publishing market, publishers should get into those e-publishing platforms and business as early as possible.

LI Peng, translated by DUAN Yimei



中国出版集团公司

CHINA PUBLISHING GROUP CORPORATION

People's Literature Publishing House

The Commercial Press

Zhonghua Book Company

Encyclopedia of China Publishing House

China Fine Arts Publishing Group

People's Music Publishing House

SDX Joint Publishing Company

China Translation and Publishing Corporation

Oriental Publishing Center

Modern Education Press

China Democracy and Legal System Publishing House

World Publishing Corporation

The Modern Press

Sinoculture Press

Xinhua Bookstore Head Office

China National Publications Import & Export (Group) Corporation

Rong Bao Zhai

China Book Business Report

The Yellow River Publishing & Media Group Co., Ltd.

People's Fine Arts Publishing House

The Commercial Press International Co., Ltd.

The Knowledge Publishing House

The Picture-story Publishing House

Rong Bao Zhai Publishing House

Hua Yue Publishing House

Daylight Publishing House

Ningxia People's Publishing House

Sunshine Publishing House

Ningxia People's Education Publishing House

China Science and Culture Audio-visual Publishing House

BeijingYinguan Electronic Publishing Co.

Jinban Electronic Press Co., Ltd.

Zhongxinlian Digital Science and Technology Co., Ltd.

Zhongbanlian Printing Materials Co., Ltd.

China Publishing Group Digital Media Co., Ltd.

China Publishing Group International Co., Ltd.

地址：北京市东城区朝内大街甲55号 邮编：100010

Address: 55A, Chaoneidajie, Beijing 100010, China Fax: +86 10 58110830