

Chinese publications attract overseas publishers

Chinese publications have drawn much attention from overseas publishers during the ongoing Beijing International Book Fair, with many rights deals already being signed.

The Beijing International Book Fair is now in its 24th year. More than 2,500 exhibitors from 89 countries and regions are taking part in the fair, with overseas exhibitors accounting for 58 percent.

Around 40,000 books from over 300 major Chinese publishers are on display for overseas publishers and libraries. At the fair last year and the year before, the number of copyright trade agreements signed between Chinese and foreign companies exceeded 4,000 each year.

At this year's fair, Chinese publishers are continuing their efforts to market their books both in paper and digital form.

"Keywords to understand China: the Belt and Road Initiative," published by New World Press, has secured deals to publish in eight different languages.

The English version of Chinese novelist Jia Pingwa's "Happy Dreams" will be published by Amazon both in paper and digital.

"We hope to introduce more wonderful Chinese books to more foreign readers, building a bridge connecting Chinese and Western cultures," said Bruce Aitken, general manager of Amazon Reading China.

Tsinghua University Press agreed to cooperate with Royal Collions Publishing Group, working on the English translation of a series of cartoon books to introduce Chinese tales to children around the world.

The book fair is being held at the New China International Exhibition Center from Aug. 23 to 27.