



Why China?

Shelly Miller
Sales & Marketing Coordinator
The Charlesworth Group USA

It's no secret – China's publishing and research industry has been rapidly growing over the past few years. Its standards have been challenged and raised, and international markets have been opened to Chinese publications.

As a publisher, it may seem clearer than ever that there are many reasons why you should have an interest in the dynamic market in China.

China began the incorporation of its publishing industry in 2002, and although publishing is still one of the most regulated industries there, in the last ten years the market has become far more open due to reform. China now has the opportunity to broaden its prospects and develop its publications. The Chinese government has also set the development of its own internal publishing systems as a key pillar of its five-year plan. Also, the government has now implemented a new project, called Project 211, which is aimed at strengthening around 100 institutions of higher education and key disciplinary areas as a national priority for the 21st century. You can read more about that here. The People's Republic of China now has a total of 581 official, state-run publishers – more than 40% of which are located in Beijing. According to the 2011 *China Publishers Yearbook*, China produced about 370,000 works – including 208,000 new titles – within that year.

Alongside this, it's not only quantity but overall *quality* that has improved vastly. China has come a long way in terms of its electronic and digital publishing outputs, in printing renovations and developments, and in business practices and standards. Indeed, since joining the World Trade Organization in 2001, it has opened itself up to engagement with foreign organizations. Chinese publishers have been forced into the international competition and have strived to keep up with it.

Now, China's publishing companies, playing by the rules of the industry and the market, are meeting international competition head on and are becoming a major player in the publishing industry, albeit to Western publishers these activities and changes may still be occurring under their radar.

As China grows, so does its interest in foreign publications. This climate allows Western publishers greater chances of making headway there. The *China Publishers Yearbook* stated that in the year of 2010, 13,724 book titles released in China were taken from abroad.

The challenge many Western publishers face is the sheer volume of submissions from China, many still not good enough to be accepted, and this adds burdens to peer reviewers and editors. There are many different reasons for rejecting articles, and language is one key aspect, but often it gets to more fundamental areas than this, such as the basic design and reporting of the research and the novelty and scientific impact of this research. There's no doubt that in certain fields, such as chemistry and stem cell research, China is leading the way; the real hidden challenge to Western publishers is knowing where this excellent ground-breaking research is being carried out and being able to attract articles and authors from these institutions to submit their best. There seems to be a lack of transparent knowledge of these key institutions/authors within the current Western publishing infrastructure; however, this will not be the case with the local Chinese editors and publishers who, when they fully address their impact, ranking, and global distribution challenges, will also be ideally and locally placed to build up relationships with key institutions and authors to better support their needs locally.

With China being such a unique market, it can sometimes be difficult to know where to begin

in building a cohesive strategy (see: <http://www.ingentaconnect.com/content/alpsp/lp/2012/00000025/00000002/art00006>). Having expert guidance from a trusted partner is key. *The Charlesworth Group's* China-market experts are on hand to assist publishers and editors in raising the profile of their publications in China, and in turn help to increase sales, better-quality submissions, and revenue. We have a long-established base in Beijing, China and employ a dedicated team of publishing professionals available to

assist in creating and distributing marketing material for Western publishers.

As a special offer to ISMTE members, we are offering a **free 30-minute telephone consultation** on the Chinese market and editorial landscape. To take advantage of this offer, or to find out more about how we can help your outreach in China, please contact info@charlesworth-group.com or visit www.charlesworth-group.com/china-marketing.html

