

Table of Contents

1. Country Overview	3
Demographics	4
Education	5
China's New Rulers	6
Economics	6
Legal Reforms	7
Labour	7
Technology	8
English-language Learning	9
2. Publishing Industry	10
General Administration of Press and Publications	11
Foreign Capital Investments	12
Book Distribution and Retail Sales	12
Key Government Agencies and Their Roles	15
Copyright and Piracy	17
3. Export Sales to China	19
Major Customers	19
Marketing Strategies	23
Distribution Channels	25
Role of Beijing Book Fair and Other International Book Fairs ..	26
Logistics of Shipping, Billing and Credit	28
4. International Rights Sales	29
Role of Agents Inside and Outside of China	29
Terms	37
Reprint Rights	37
Co-publishing Rights	38
5. Conclusion	39





Appendices

Appendix 1 – Copyrights Purchased by Mainland China in 2002 (by region)41
Appendix 2 – China Regional GDP Report (FY2001)42
Appendix 3 – China Foreign Trade Report (1991-2001)43
Appendix 4 – China Universities and Libraries (Nationwide 1991-2001)44
Appendix 5 – Regional Public Culture Facilities45
Appendix 6 – China Libraries Circulation Report (2001)46
Appendix 7 – China Books, Periodicals and Newspapers Growth (1991-2001)47
Appendix 8 – China Children’s Book Readings and Textbooks Report (regional in 2001)48
Appendix 9 – China Books, Periodicals, Newspapers Published in 2001 (by region)49
Appendix 10 – China Publishing Houses, Printing Houses, Bookstores (2001, by region)50
Appendix 11 – China Population Over Age 6 (by gender)51
References53
About the Authors55