

Need for an Institutional Framework for India-China Co-operation in Publishing

NEW DELHI, 11 January 2016: FICCI, National Book Trust, India and State Administration of Press, Publication, Radio, Film and Television (SAPPRFT), People's Republic of China co-organized CEOSpeak 2016, one-of-its-kind forum of CEOs of publishing industry. **The programme was focused on India-China Cooperation in publishing.**

Delivering Keynote Address at the occasion **H.E. Mr. Sun Shoushan, Vice Minister, SAPPRFT, People's Republic of China**, emphasized that China and India have a long history of cultural exchanges. Chinese and Indian publishers have made a great contribution to the communication between two countries. The communication is wider, the content is richer, and there are more and more opportunities. He suggested that the Chinese and Indian publishing houses to cooperate in the area of digital publishing.

H.E. Mr. Le Yucheng, Ambassador, Embassy of People's Republic of China, New Delhi, said that he has widely travelled in India and was fortunate to find people speaking in Chinese in some places. He even found menus in Chinese in some Indian restaurants. He emphasized on people-to-people ties between the two countries. Mr. Yucheng reiterated that cooperation in publishing between India and China, will further strengthen ties and will lead to an exchange of ideas and knowledge.

In his Welcome Address, **Shri Baldeo Bhai Sharma, Chairman, National Book Trust, India** said that while, history has witnessed thousands years of cultural contact between the two countries, and that really gives the foundation to carry forward the tradition, it is now time that more understanding of contemporary culture and literature is also created. "After all, what do the women writers of our two nations think and write? What is the idea behind contemporary children's literature in these two countries? What are the concerns of the young writers? These issues should also be brought to light through publishing and literary contracts," he added.

Mr. Devin Narang, Managing Director (India), Sindicatum, emphasizing possible areas of cooperation between India and China, encouraged publishers to explore translating opportunities in books, explore opportunities in the paper industry, strengthen cooperation in STM publication, and also set-up "India – China Business Forum in Publishing". He urged FICCI to take this forward.

Dr. Arbind Prasad, Director General, FICCI stated that in the recent past FICCI has highlighted business potential of Indian Publishing at Frankfurt Book Fair, which is one of the largest Book Fairs. He also mentioned about FICCI's initiatives in publishing in Bangladesh and plans to undertake similar exercise at the London Book Fair. **He said that FICCI would also be keen to take this dialogue further with Chinese counterparts.**

The other sessions of the programme witnessed presentations from India and China in the areas of digital publishing, children's publishing and innovations in publishing. The other eminent speakers at the programme were, Mr. Li Yan, Vice President, China Publishing Group Corporation; Ms. Urvashi Butalia, Chair, FICCI Publishing Committee; Mr. Rohit Kumar, Co-Chair, FICCI Publishing Committee; Ms. Peng Zhaoping, Chairperson, Supervisory Board of China South Publishing & Media Group Co. Ltd.; Ms. Manisha Chaudhry, Head – Content Development, Pratham Books; Mr. Ian Denison, Head of Publishing and Branding, UNESCO; Mr. Liu Feng, Vice President, China's Phoenix Publishing & Media Inc. and Mr. Vikas Gupta, Managing Director, Wiley India.

The programme witnessed participation of over 150 CEOs from publishing sector from India, China and other countries.