

George Lossius appointed to China Book International (CBI) Advisory Board

Beijing, 23 August 2013 - Publishing Technology CEO, George Lossius, has been nominated and accepted onto the prestigious CBI Advisory Board, days ahead of the Beijing International Book Fair.

Established in 2007, the Board was created by the State Council Information Office (SCIO) and the General Administration of Press and Publication (GAPP) to provide advice and consultation in the export of Chinese content to international markets. The group comprises authoritative experts and senior figures from the publishing industry across the globe, who meet regularly to assist the Chinese government and Chinese publishing companies in their mission to disseminate Chinese content worldwide.

Lossius recently headed up the launch of Publishing Technology China to help international publishers break into the country for the very first time and to enable Chinese publishers to branch out internationally. He was nominated to the Board by the Chinese Publishing Group in recognition of his work bridging the gap between the Chinese and Western publishing industries.

Speaking of his appointment, Lossius stated: "This appointment is a genuine honour and I am extremely proud. We have spent the last few years getting to know the Chinese market, understanding its needs and launching products and services that are designed to encourage greater cross-culture collaboration. I strongly believe that there are endless opportunities in China and I look forward to working alongside the esteemed board members to explore them further."

George Lossius will be introduced to the CBI Board at the annual meeting on 26th August 2013.

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Notes to Editors:

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