

## Publishing Technology and CNPIEC launch CNP eReading platform

*New channel unveiled for international academic publishers to access growing Chinese market*

Beijing, 28 August 2013 - Publishing Technology and CNPIEC, the China National Publications Import and Export (Group) Corporation, are proud to announce the unveiling of the *CNP eReading platform* at the Beijing International Book Fair this week.

At launch, the site carries over 200,000 individual book titles from more than 300 international publishers, extending their reach into the rapidly growing Chinese market and attracting new readers to digest their academic content for the very first time.

Following a deal signed at the London Book Fair in 2012, the digital hub has been developed by Publishing Technology, a world-leading provider of content solutions for publishers, on a custom-built online publishing platform. CNPIEC, the largest and most highly-developed government sanctioned publication import and export group in China, will manage the new site which is available in both English and Mandarin.

The *CNP eReading* platform presents international publishers with an exclusive opportunity to showcase their foreign language journals and ebooks to previously untapped Chinese audiences. The site is set to increase its presence dramatically in the next year with the continued assistance of Publishing Technology, who will invite its 250 *ingentaconnect* customers to host over 12,000 journal publications on the platform.

In order to assist this outreach programme, Publishing Technology's extensive *ingentaconnect* client list of international publishers have been invited to the First International Journals Conference in China – held at the Wuhan International Expo Centre (September 14-16).

**Mr Bogen Liu, Vice President of China Publishing Group and President of CNPIEC,** commented: *"We are thrilled with the CNP eReading platform. We have worked closely with Publishing Technology to deliver a product which has the potential to greatly widen the amount and diversity of foreign language content available in China. Publishing Technology's affiliation with publishers across the globe has significantly extended the volume of international content we can offer our customers."*

**George Lossius, CEO at Publishing Technology,** stated: *"We are extremely proud to play a continued role in the advancement of Chinese library digitisation and increasing the opportunities for international publishers to gain exposure in China. Our partnership with CNPIEC is helping the platform grow in strength and depth, whilst our connection with local digital publishing experts is benefiting our international clients. Our strong presence within China allows us to provide appreciable value and assistance to publishers who are understandably eager to meet the growing appetite for digital content in the world's largest growing market."*

Notes to Editors:

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### **Publishing Technology plc:**

Publishing Technology is the world-leading provider of content solutions that transform business. We cover the publishing process from end to end with content systems, audience development and content delivery software and services. Combining our unmatched publishing knowledge, global operations and perpetual support model with our advance operations system, ingentaconnect scholarly portal, pub2web custom hosting platform and PCG (Publishers Communication Group) sales and marketing consultancy, we offer the industry's only full spectrum of solutions to help publishers move their content forward. Listed on the AIM market of the London Stock Exchange, the company operates jointly from Europe (Oxford) and North America (Boston and New Jersey), with local offices in Brazil, India, China and Australia. Assisting 400 trade and scholarly publishers for over thirty years, Publishing Technology solves the fundamental issues content providers face.

Visit [publishingtechnology.com](http://publishingtechnology.com), follow on Twitter @publishingtech, or connect on LinkedIn.

### **CNPIEC:**

China National Publications Import & Export (Group) Corporation (CNPIEC) is the largest and most highly-developed cultural products import and export group in China. Its product structure incorporates core businesses of import of publications, export of publications, conferences and exhibitions in China and abroad, overseas publishing, global distribution and other international trade businesses.

As the largest importer of overseas publications into China, CNPIEC has over 10,000 domestic institutional clients and over 60% of the domestic market for imported publications. Based on its excellent brand reputation, CNPIEC has become the sole partner in the newsstand projects in 2008 Olympics Games, the 2010 Shanghai World Expo and Guangzhou 2010 Asian Games, and it's also an "appointed supplier" for the United Nations' book procurement. CNPIEC's Publications Bonded Warehouse is the first bonded warehouse exclusively for stocking imported publications in China.

CNPIEC is striving to create China's largest service platform for media information and materials on education, science, culture, health, economy, national defence and military services, and to turn CNPIEC Online into an internationally-leading, domestically-unrivalled platform for information services.