Bridging East and West:
Academic Publishing in China

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Workshop 2: Product and Market Development
“Core Competencies in Publishing and Information Services”

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Content:

Business Development in China 2005/09
[ Brill Publishers, Leiden, the Netherlands]

Bridging East & West,
Academic Publishing in China, 2010
[ mwpublishingconsultancy, the Hague, the Netherlands]
Business Development in China for Brill Publishers during 2005/09

- Why? --- Motivation, Strategy, Vision
- What? -- Goal(s) / Targets

- How? --- Activities
- some Results
- Successes / Challenges

- Skills needed / helpful
- Lessons learned

- Outlook: Brill in China, 2010 and beyond
Business Development in China for Brill Publishers during 2005/09

Why? --- Motivation, Strategy, Vision

To be ahead of other publishers in the HSS
To become a well known publisher also in China
To support Brill’s sales and acquisition in China & elsewhere

To expand Brill’s existing publication list on ancient China into modern and contemporary Chinese Studies

Top-3 publisher within 3-5 years in HSS

Prosper future of Academic Research in China
Business Development in China for Brill Publishers during 2005/09

What? / tangible Goals?
Independent Publishing List M&CCS @ Brill
Improved Sales in the P.R.C.
Link / Bridge between North American, European and Chinese Communities for own acquisition activities

How? / First Steps:
Creation of new position [Business Development Manager]
Hire of four Chinese Interns @ Brill
BIBF – 2005, 06, 07, 08, 09 ...
Frequent Travelling to Beijing, meetings in FIBF & LBF
In 2007: Acquisition Editor M&CCS
In 2007/08: Staff exchange with Chinese Presses
(tangible) Results so far

1. in 2009: + 20 co-publications / 2 journals [M&CCS]
2. Sales in China / Copyright trading
3. Market recognition / Brand reputation of Brill [in China and amongst the international Sinologists communities]
4. large Network in Beijing / China
5. Two strategic partnerships concluded, a few additional fruitful partnerships in place
6. Very succesful Co-publications together with the different strategic partners, starting per 2006...
Business Development in China for Brill Publishers during 2005/09

Skills needed / helpful
1. commitment / backing from management [time, money]
2. patience
3. be prepared to learn, to accept
4. be open to new / different ways of doing business
5. modesty, honesty
6. humor
7. trust
8. ability to listen, and to observe
9. persistence, determination, (self-)confidence
10. moderate commercialism
11. fairness
12. openness
Business Development in China for Brill Publishers during 2005/09

Successes / Challenges

- establishment of partnerships & co-publications
- market recognition of Brill brand in China and abroad, amongst Sinologists
- tangible results, # of pubs, turnover

- translations
- commercial success in the current economic environment
- Interaction with partners in China (language, email, telephone distance, Int.Dept. vs Acquisition Dept.)
- staff changes at Brill’s side
Lessons learned

PLENTY !!!

- Trust between partners, interpersonal relationship
- Importance of personal meetings instead of email/phone
- Dining and Wining
- Importance of (official) celebrations (FIBF, BIBF)
- Prepare yourself ahead. if you go there. “Guanxi”
Business Development in China for Brill Publishers during 2005/09

Outlook: Brill in China, 2010 and beyond

+++ Solid basis in China and amongst Western Sinologists
High level of mutual trust and confidence

Durability of commitment at Brill
Staff changes at Brill

(Political) changes in Beijing / China
Bridging East & West,
Academic Publishing in China
[per 2010: mwpublishingconsultancy]

West $\rightarrow$ East
European Publishers “going China”

East $\rightarrow$ West
Chinese Publishers “going international”
Bridging East & West,
Academic Publishing in China

West → East
European (niche) Publishers “going China”

- analyse own status quo w.r.t. China
- give advice
- set realistic targets
- offer representation in China
- offer access to own network in China
Bridging East & West, Academic Publishing in China

East → West
Chinese Publishers “going international”

- advice and consultancy
- aspects of (western) commercial publishing
- e-publishing & businessmodels
- International M&S
- Peer- Review
- in-house training
- ect ect ect ...
Conclusion

- extended network in Beijing / China
- start own business: bridge between cultures
- support publishers in Europe and the P.R.C.

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