

Bridging East and West: Academic Publishing in China

APE – 2010 Education and Training Course
18 January 2010, Berlin, Germany

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

Dr Matthias Wahls
MW publishing consultancy
the Hague, the Netherlands

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

Business Development in China for Brill Publishers during 2005/09

(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*

Business Development in China for Brill Publishers during 2005/09

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 → East

European Publishers “going China”

East → 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

- BDM – ship at Brill (2005-2009)
- extended network in Beijing / China
- start own business: bridge between cultures
- support publishers in Europe and the P.R.C.

Contact:

Dr Matthias Wahls

www.mwpublishingconsultancy.com

mwpublishingconsultancy@gmail.com

Mobile: + 31 6 44310818