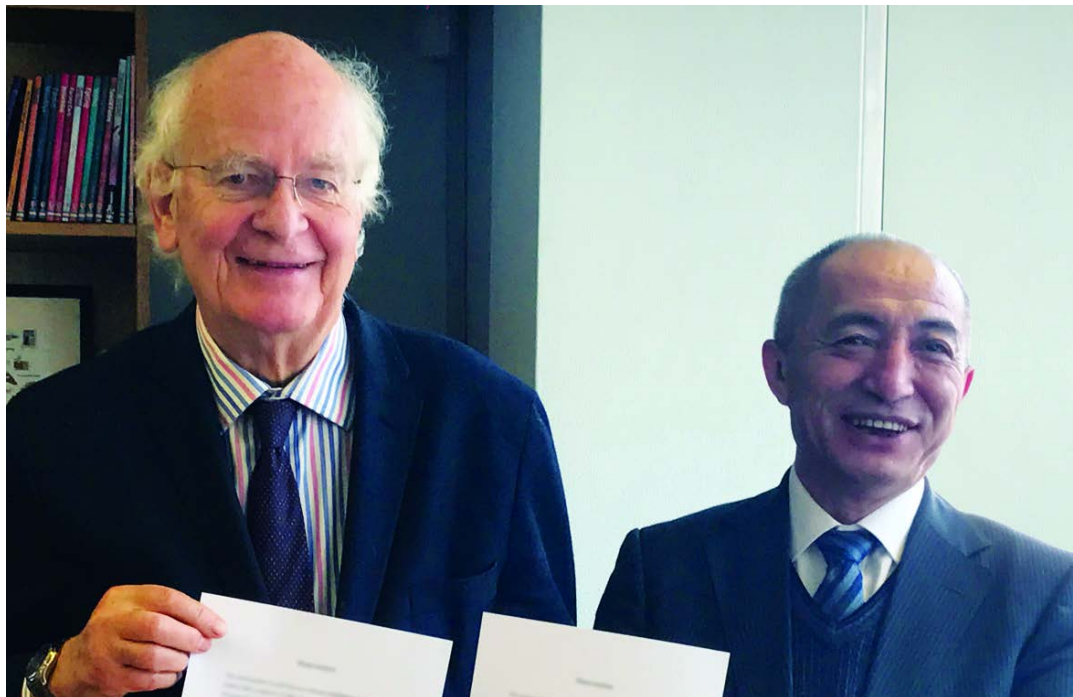


## UK'S LARGEST INDEPENDENT CHILDREN'S BOOK PUBLISHER LAUNCHES USBORNE CHINA



Above: Peter Usborne (left) of Usborne Publishing, with Mr Bai Bing of Jieli Publishing House, China

### **Usborne Publishing partners with Jieli Publishing House to establish second Asian-language imprint**

*Usborne China* – Usborne's ninth foreign language publishing partnership – will be launched with a range of Usborne titles during Summer/Autumn 2017.

Founded in 1990 and led by Chief Editor Mr Bai Bing, Jieli Publishing House has become one of the leading children's publishers in China. Jieli is known and respected worldwide for its high-quality publications, professional team of editors, creative marketing and wide-reaching distribution channels. The company won an *International Excellence Award* at London Book fair in 2016.

The word "Jieli" in Chinese means 'handing on the baton from generation to generation'. It is therefore fitting that Nicola Usborne, Deputy MD of Usborne Publishing and daughter of founder and MD Peter Usborne, has been working on this partnership, along with Rights Director Paula Ziedna, and Senior Rights Controller Jennifer Ahn. This is the same team that successfully launched Usborne Korea in 2015.

The Usborne/Jieli partnership gives Jieli exclusive distribution rights to all books published under the *Usborne China* imprint. The two publishers will also work together to decide on the annual publishing programme and the accompanying marketing strategy.

This move towards a partnership model in China follows a period of exploding rights sales for Usborne in this market in the last 5 years.

**Mr Bai of Jieli said of the partnership:**

*“The creativity in Usborne books brings a lot of reading fun to children all around the world. The launch of Usborne China will surely bring a new reading experience to young Chinese readers. We firmly believe that Usborne’s publishing concept and marketing strategy will inspire the children’s publishing industry in China a lot, and that it will boost the development of our book market as well.”*

**Peter Usborne, MD and founder of Usborne Publishing, commented:**

*“China is well on the way to becoming the world’s biggest market for children’s books. Jieli has been a strong rights customer of ours for many years, and I am thrilled to work with them from now on to bring the Usborne identity into the Chinese-language market”.*

**Usborne’s Rights Director Paula Ziedna says:**

*“We have been watching the children’s book market in China develop over a number of years. There is an increasing demand for high-quality children’s books for all age groups, including high-priced titles which were previously seen as difficult to sell. Chinese parents want the absolute best for their children and books are no exception to this. With this increasing demand for high quality children’s books, it seemed the perfect moment to launch an Usborne China imprint.”*

**The children’s book market in China**

- Children's book market was up 15% by value in November 2016 (year-on-year) <sup>1</sup>
- Children’s segment now 23% of the overall book market<sup>1</sup>
- Children’s book market valued at £1.52bn in 2015<sup>1</sup>
- 370 million children under the age of 18 in China<sup>1</sup>
- A new two-child policy is predicted to add over 3 million babies annually<sup>2</sup>
- 70% of the urban population (200 million people) are considered middle class<sup>2</sup>
- New education policy encourages children to read more for pleasure<sup>2</sup>

[Sources: <sup>1</sup>Open Book/<sup>2</sup>Publishers’ Weekly]

**About Usborne Publishing**

Peter Usborne’s eponymous publishing house was launched in 1973 and is still majority owned by its founder. A huge success story in the UK book trade, the company was named *Children’s Publisher of the Year* in 2012, *Independent Publisher of the Year* in 2014 and *UK Private Business of the Year* 2015. Peter Usborne himself was awarded an MBE for ‘services to the publishing industry’ in 2011 and given an LBF *Lifetime Achievement Award* in 2015. There are now over 2,600 Usborne books in print in the UK, ranging from baby books to young adult novels.

Internationally, Usborne currently publishes under its own imprints in French, Spanish, German, Italian, Dutch, Brazilian Portuguese, Catalan and Korean. Usborne books are also published under licence in over 100 languages around the world; English language editions are exported globally.