

The 4th UK China Publishing Forum

Digital Publishing and the Copyright Trade

Monday 7 April 2014

BG11 Buckley Building, Oxford Brookes University

Oxford International Centre for Publishing Studies

In association with the Modern Publishing Institute of Peking University and Beijing Institute of Graphic Communication; and the Publishers Association

The event is an opportunity to hear from both UK and Chinese experts about the relationship between the two publishing industries. There will be sessions on the growing business connections between the two countries, the development of the copyright trade, and digital publishing in China.

12.30 pm Arrival and lunch

1.30 pm Introduction by Angus Phillips

1.45 pm Rüdiger Wischenbart, Wischenbart Consulting

Ebooks in China

2.30 pm Sun Henan, CEO of Publishing Technology, China

Chinese Publishing Today

3.00 pm Tea

3.15 pm Rob Scriven, Ian Taylor Associates

The trade between the UK and China

4.00 pm Xiaohong Fan, President of FLTRP UK

Tian Li, Assistant Professor of School of Journalism and Communication, Peking University

Digital Publishing in China

5.15 pm Li Zhuoqun, Peking University (Beijing Institute of Graphic Communication)

Xiao Dongfa, Professor and Dean of Modern Publishing Institute of Peking University

Publishing Education in China

5.30 pm Thanks and close

To book a place, please contact Suki Kenth at sukikenth@brookes.ac.uk