

THE AUSTRALIAN

China welcomes print and online publishing partnership

SALLY JACKSON THE AUSTRALIAN OCTOBER 15, 2012 12:00AM



Chinese media figure Wu Shu Lin before giving the keynote address at a China-Australia business lunch in Sydney. Picture: Sam Mooy Source: The Australian

AMID debate over tighter regulation of the Australian media, one of the most powerful officials in Chinese print and online publishing visited Sydney last week to remind our federal politicians how it's really done.

Wu Shu Lin is vice-minister of the Chinese government's General Administration of Press and Publications, which, according to the press material handed out for his visit, has key roles including monitoring and managing all news publishing activities and book copyright, dealing with imported publications, managing the printing industry, supervising the credentials of news reporters throughout the country and overseeing and regulating all domestic newspapers, periodicals and "branch organs of news agencies and reporter stations".

All print and online publishers in China are required to be licensed by GAPP and it "has the legal authority to screen, censor and ban any print, electronic or internet publication in China" as well as to "deny people the right to publish and completely shut down any publisher who fails to follow its dictates".

Mr Wu, however, was not in Australia to talk about any of that, but to launch a book of which the Chinese government very much approves: *China: The New Long March*, a co-publishing project between China's Qingdao Publishing Group and Australia's Weldon International.

The handsome coffee-table tome has been chosen as one of the Chinese government's "100 important books" to celebrate the Communist Party's leadership transition, which is due to take place during next month's 18th National Party Congress.

Speaking at a China-Australia business lunch on Friday, where he was introduced by former prime minister Bob Hawke and millionaire media buyer Harold Mitchell, Mr Wu lauded the growing cultural as well as economic ties between the two nations and revealed Communist Party

initiatives to further develop its "cultural industry".

"Last year alone we published book titles totalling about 370,000 and we have published 10,000 periodicals and nearly 2000 newspapers," he said, speaking through a translator.

"Development of digital publications is also in full swing."

Mr Wu said the Chinese government had established a fund worth 28 million yuan (\$4.4m) to provide financial support to overseas firms translating and publishing Chinese publications.

"We certainly would like to draw your attention in the publishing sector that we will pay more attention to your needs and extend our support for your efforts in promoting Chinese publications in Australian markets," he said.

In a bid to further reform China's cultural industry by making it more market oriented, Mr Wu said the Communist Party had recently approved more than 49 companies in the sector to be floated on the Chinese stock exchange, raising 200 million yuan.

"Another pleasing trend for us to see is that because of increasing open-mindedness in the cultural sector it has attracted more and more international interest," he said.

"A lot of world-renowned media and publishing groups have invested in China and that is an important step and will greatly advantage China's publishing sector to integrate into the world stage."