

## **2<sup>nd</sup> UK China Publishing Forum**

### **The publishing business and cross-cultural perspectives**

Friday 13 April 2012

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

9.30 am

Opening and welcome

9.45

*The links between the two publishing industries*

Stephen Bourne, Chief Executive, Cambridge University Press

10.30

*Co-publishing – collaboration between UK and Chinese publishers*

Christopher Paterson, Consultant

11.00 am

Coffee

11.30 am

*Publishing in China*

Professor Zhiqiang Zhang, Nanjing University

Dr Qidong Yun, Loughborough University

12.30 pm

Lunch

1.30 pm

*Cross-cultural currents*

Professor Paul Richardson

Susanna Nicklin, Director Literature, British Council

Professor Shi Zengzhi, Peking University

3.00 pm

*The development of the copyright trade*

Lynette Owen, Copyright Director, Pearson Education

3.45 pm

Tea

4.00 pm

*The future of Chinese publishing*

Yu Dianli, General Manager, Commercial Press

4.30 pm

Close