



# The Commercial Press, Ltd.

## Wishing the 72th Frankfurt Book Fair a great success!

The Commercial Press ("CP" as follows) was established in Shanghai in 1897, and developed into a modern publishing house with the longest history in China. The founding of CP marks the beginning of China's modern publishing industry.

Ever since her founding, CP has taken on the responsibility of "promoting education and enlightening people" as her mission. In the 1920s and 1930s, under the leadership of great publishers such as Zhang Yuanji and Wang Yunwu, CP grew rapidly and ranked as the No. 1 publisher in Asia and among the top three publishers in the world. CP has compiled and published all kinds of textbooks for colleges, middle schools and primary schools, large-sized dictionaries such as *Ci Yuan: A Dictionary of Chinese Etymology*, academic works such as *Evolution and Ethics* and *Mashi Wentong*, literature works by great writers including Luxun, Bajin, Bingxin and Lao She, significant classic collections such as *The Rare Edition of A Complete Collection in Four Branches of Literature*, large-scaled series including *Wanyou Library* and *A Series of Ancient Books* and over a hundred journals and magazines such as *The Eastern Miscellany* and *Fiction Monthly*. CP also established the largest library in Asia—Oriental Library, and 36 branch companies in China and around the world with over 1,000 offices that published over 60% of China's books at the time.

In 1954, CP moved her headquarters to Beijing and became a central-level publishing house with two outstanding and advantageous business fields: Chinese and foreign academic classics with *The Chinese Translation of World Famous Academic Works Series* and *Chinese Famous Modern Academic Works Series* as representatives, and Chinese and foreign language dictionaries with *Xinhua Dictionary*, *The Dictionary of Modern Chinese*, *Ci Yuan: A Dictionary of Chinese Etymology* and *Oxford Advanced Learner's English-Chinese Dictionary* as representatives. For her excellent quality of publications, CP has won the

reputation as "China's academic forefront" and "The kingdom of dictionaries" in China.

In recent years, CP has focused on brand management and value innovation and dedicated herself in developing brand-new publishing fields of humanity educational books and popular cultural books targeting young and general readers. On the other hand, CP has become the first publisher in China to start EP—sync publishing strategy and a new multi-media publishing mode. Meanwhile, CP has also established wholly-owned and holding branch companies in cities such as Shanghai, Nanning, Chengdu, Hangzhou and Taiyuan in a new pattern of cross-industry, cross-region, cross-media, cross-ownership and cross-country business.

At present, CP consists of 20 departments, including editorial centers, publication center, marketing center, digital publication center and multi-media publication center, and has 19 wholly-owned and holding branch companies nationwide. CP publishes over 2,000 titles every year. Moreover, CP has kept copyright licensing cooperation with over 50 publishers worldwide and has established strategic partnership with well-known publishers such as Oxford University Press, Springer, Wolters Kluwer, De Gruyter, Cambridge University Press and Brill with the same aim of spreading knowledge and exchanging culture.

In the twenty-first century, CP has taken on "serve education, lead academic progress, take on cultural responsibility, and inspire trend" as her aim in the new era, dedicated in furthering social progress by publication and promoting the development of civilization by spreading ideas. With a history of 123 years, CP is striding into the future inheriting the wisdom and achievements of past generations, continuing the mission and responsibility of more generations, and realizing people's hopes and dreams in her new history.

