

LP&M

辽宁出版集团的公司介绍

**LIAONING PUBLISHING AND MEDIA COMPANY LIMITED
THE FIRST STOCK OF CHINA'S PUBLISHING AND MEDIA**

*辽宁出版传媒股份有限公司是由中国著名的出版集团之一的辽宁出版集团有限公司按照上市公司标准和现代出版产业制度重组改制建立的大型综合性出版传媒公司。是中国出版业体制，机制改革和科技创新的引导者，产业的经营质量、资产质量和效益水平在全国出版业领先。没誉为“中国出版传媒第一股”。

***Liaoning Publishing and Media Company Limited (LP&M) is a large comprehensive publishing and media company restructured, transformed and established according to the standards for listed companies and system for the modern publishing industry by Liaoning Publishing Group Corporation, one of the most famous publishing groups in China. LP&M takes the lead in the system, mechanism, reform and science & technology innovation in China's publishing industry, with its operation quality, asset quality and profile level being in the lead in the national publishing field. It is honored as "the first stock in China's media".**

*公司是中央文化体制改革试点确定的国内第一家上市试点出版企业；是中国内地第一家真正将编辑业务和经营业务整体打包，具有内容传媒概念的出版上市公司。公司以“资源充足、内控严密、运营安全、品牌名优、效益良好、拥有核心竞争能力”为目标，对业务结构、经营模式、内控系统、投资决策等进行了全面的规范，架构起对中国出版业具有全行业创新性探索和突破性意义的产业运作和管理体系。

***LP&M is designated in the central culture system reform pilot program as the first enterprise to go to public and is the first real listed publishing company with the integration of its editing and operation activity in mainland China. It has standardized its structures, business models, internal control systems and investment decisions to achieve the objective of enjoying "enough resources, strict internal control systems and investment decisions to achieve the objective capability" in the international markets, forming the business operation and management system, which is of innovative exploration and breakthrough significance for the China's publishing industry.**

*公司主营业务为图书、期刊、电子出版物、音像制品、其他印刷品等文化传媒产品的编辑、出版、发行和市场运作。图书产品涵盖大众出版、教育出版、专业出版等各领域，门类齐全，品种丰富，范围广泛；零售和总批发市场网路编辑全国；批发全国各地各类出版物，居于中国北方地区领先优势，与全国各出版社、上千家供货商，以及全国新华书店等建立了长期密切的合作伙伴关系。经营范围还包括：印刷

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物资购销、版权贸易和对外出版、发行、印刷贸易、互联网出版、发行、广告、会展、文化服务、境内外投资、资产管理与经营等业务。

***Its main business includes the editing, publishing, distributing, and marketing of culture media products like books, periodicals, electronic publications, audio and video products, and other printing products, etc. Its book products cover mass publishing, educational publishing, professional publishing and various related fields, with full categories and a wide range of products as well as a large scale of production and with its market network of retail and general wholesale spreading all over the country. It wholesales various kinds of publications from all over the country, occupying the advantageous position in northeast China and having close and long-term cooperation and partnerships with all the publishing houses, up to 1000 supplier channels, and Xinhua Bookstores across the country. The operation scope also involves the following: copyright trade and foreign-oriented publishing, distribution, and printing; publishing, advertising, exhibitions, and cultural services on the Internet; investments at home and abroad, asset management& operation activities.**

*公司旗下企业在全国同行业均均有很强实力和很搞的知名度,拥有辽宁科学技术出版社、辽宁美术出版社、辽宁垫子出版社、万卷出版社、辽海出版社、辽宁北方出版物配送有限公司、新华书店北方图书城有限公司、辽宁雅典文化图书发行有限公司、辽宁省新华书店、辽宁省出版发行公司,以及辽宁印刷物资有限公司、辽宁票据印务有限公司等业务。

***Under its flag are renowned enterprises with great strength in the same field. They are Liaoning Science and Technology Publishing House, Liaoning Fine Art Publishing House, Liaoning Electronic Press, Volumes Publishing Company, Liaohai Publishing House, Liaoning Northern Publication Distribution Company Limited, Northern Book Town of Xinhua Bookstore Company Limited, Liaoning Elegance Culture Books Distribution Company of Liaoning Province, Liaoning Printing Material Company Limited, Liaoning Bill Printing Company Limited.**

*公司以内容创新和市场创新为核心,致力于搭建迅速、高效、开放的出版传媒服务体系,为国内外著作权人和其他版权持有人提供优质出版服务,为国内外出版商、发行商提供长达的通路,并在中国出版业走向世界的过程中一路领先。通过拥有自主知识产权的产品研发,已与美国、德国、法国等20多个国家建立业务合作,带动中国图书规模性“走出去”。是世界著名出版传媒巨头德国贝塔斯曼和亚马逊在中国的合作伙伴。创造了国内出版业的许多项第一,形成鲜明的社会形象和市场价值,成为中国出版行业的著名品牌。

***Taking the content innovation and market innovation as its core activity, it is devoted to building a fast-track, highly efficient, and completely open service system and media, providing excellent service for authors at home and abroad, and other rights holders, paving**

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smooth roads for publishers and distributors in and out of China and leading the China's publishing industry on the way to the world publishing stage. It has formed business cooperation with more than 20 countries such as the U.S., Germany and France, bringing about Chinese books "going abroad" on a large scale through research and development of products of its own intellectual property. It has the partnerships with the world publishing giant Bertelsmann Company and Amazon in China. With many first recorded in the national publishing industry, it has become the famous brand in the China's publishing industry, creating a distinctive social image and market value.

*公司几级致力于通过资本运作、品牌运作、推进跨媒体、跨地区的与文化相关产业多元化投资与经营，在不断做强做大主业的同时，寻求在其他传媒领域的快速发展，以不断提高公司核心竞争力和培育新的经济增长点，成为中国领先的出版内同生产商、传媒产品供应商和出版产业以及文化相关产业的投资商，以在国内外市场有时的影响力和竞争力，为中外优秀和畅销出版物和文化产品的生产和传播提供具有良好效益的增值服务。

*Through implementing capital and brand operation and pushing cross-regional and cross-media pluralized investment and operation in culture-related industries in cross-regions and cross-media, it devotes itself to continuously expanding its main competitiveness and developing a new economic growth points, it will become a highly profitable leader of content producers, media product suppliers and culture-related industry investors, and provides value added service to production and circulation of culture excellence and best seller publications of China and foreign countries with its market advantage, influence and competitiveness both at home and abroad.

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Brief interview with Hai Hongliang, editor for Liaoning P.H

- **When Liaoning P.H. was founded and where?**

辽宁出版集团成立时间地点？

1999年，成立地点在中国沈阳，是中国第一家出版上市公司，但出版社已成立30年了。

Liaoning Publishing Group is founded in 1999, in Shenyang of China and our publishing house (Liaoning Science and Technology Publishing House) has a 30 year history.



- **Who was the promoter of the idea?**

谁是集团成立的发起人？

任慧英

Huiying Ren

- **Who is the CEO at the moment?**

现在的CEO是谁？

任慧英

Huiying Ren

- **What is your mission?**

你们的使命是什么？

多出书，出好书。

Publishing more books and more good books.

- **What is the market you are working in?**

你们的市场？

除了中国市场还包括亚太市场。

Not only in China, but also the markets in Asia-Pacific areas.

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- **What are your goals for the future market?**

你们在市场中下一个目标是什么？

争取全球市场，目前我们的图书发行到25个国家和地区。

We are struggling to get into the global book market and our books have been sold to 25 countries and areas.

- **Which are the most recent titles you have published?**

最近出版的书目？

（书目）

Please have a look at our book “catalogue” on our web site.

- **What do you think are the Italian opportunities in the global market, especially concerning the role of Italian designers in China and, in general, in the Far East’s market?**

你们认为意大利在全球市场中的重要性以及对于东方特别是中国市场意大利的设计师将会扮演哪些角色？

意大利是主要发达国家，意大利许多工业品风靡全球，特别在中国意大利设计享有很高的声誉。意大利设计师的设计作品深受中国大陆，香港，台湾以及韩国日本等地区深受人们的欢迎,尤其DOMUS，ARMANI等杂志都经常对意大利设计作品进行介绍。

Italy is one of the most developed countries in the world, and Italian products are beloved by many people, especially in China. Italian designers are very popular in China mainland, Hong Kong, Taiwan, Korea and also Japan, and the magazines DOMUS and ARMANI, etc often introduce Italian designers to the people.