

中国出版集团

China Publishing Group Corporation

世界图书出版有限公司简介

World Publishing Co., Ltd.



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中国出版集团是适应出版业改革发展的需要，经中共中央、国务院批准，于2002年4月9日成立的国家级出版机构。2004年3月25日，国务院授权成立中国出版集团公司，在国家相应计划中单列，对原中国出版集团所属成员单位行使出资人权利，承担国有资产保值增值责任。2011年12月28日，中国出版传媒股份有限公司成立。

中国出版集团公司是中国最具影响力的大众出版和专业出版集团。集团公司自2008年以来连续八年入选“中国文化企业30强”，在全国文化企业中名列前茅。连续两年入选法国《图书周刊》、德国《书业报告》、美国《出版商周刊》、英国《书商》和巴西《出版新闻》等五家国际著名出版媒体联合发布的“全球出版业50强排行榜”，2013年位居第22位，2014年位居第14位，皆名列国内出版企业之首。

中国出版集团公司以出版物生产和销售为主业，是集纸质出版、数字出版、版权贸易、图书进出口贸易、印刷复制、信息服务、艺术品经营、科技开发、金融投资于一体的专业化、大型出版集团。

集团公司拥有各级子公司、控股公司等法人企业96家，



拥有各级各类出版机构40家，每年出版图书和音像、电子、网络等出版物1万余种，出版期刊报纸50余种，出版物在全国零售市场占有率为7%左右，持续位居全国第一；每年从事书刊版权贸易1000多种，拥有中国最大的出版物进出口企业，每年进出口各类出版物20多万种，书报刊进口和62%30%；拥有海外出版社、连锁书店和办事机构28家，海外业务遍及130多个国家和地区。

集团公司囊括了中国最悠久最著名的出版机构，在中国的国家级出版规划、国家级出版奖励、图书零售市场占有率、大众出版物销售收入、出版物进出口规模、版权贸易及输出规模等方面均占有最大份额，拥有最庞大的作者资源和读者群体，拥有最丰厚的出版和文化积累，在中国具有最强大的文化影响力。

集团公司的基本宗旨是：高举中国特色社会主义伟大旗帜，以邓小平理论和“三个代表”重要思想、科学发展观为指导，坚持“二为”方向和“双百”方针，坚持中国特色社会主义文化发展道路，培育和践行社会主义核心价值观，坚持以人民为中心的工作导向，宣传党的路线方针政策，弘扬民族文化，传播先进文化，提高民族素质，培育民族精神。

集团公司的主要使命是：以人为本，文以载道，商以传道，创新弘道；实施“三六构想”，成为具有一流的综合竞争力、文化影响力和国际传播力的国际著名出版集团；以多元出版的形式，为实现国家富强、民族振兴、人民幸福的中国梦提供精神食粮，为中华文化“走出去”凝聚独特的出版力量。

集团公司的战略目标是：努力成为综合竞争力、文化影响力、国际传播力领先，在国内出版业导向示范作用和文化引领作用突出，国际影响力日益彰显的现代化、大型化、国际化出版传媒集团。

集团公司的特色发展道路是：内容生产营销的更加专业化，更加企业化，更加品牌化，从而有效规模化，更快数字化，逐步国际化，进而实现“三化目标”。它是中国特色社会主义道路在我们这个“国家队”的具体体现，它的本质是中国特色社会主义的出版道路。

集团公司的十年发展目标是：通过实施内容创新、品牌经营、集团化、数字化、国际化、人才强企“六大战略”，努力建成“国际著名出版集团”。

• China Publishing Group Corporation •

China Publishing Group Corporation (CPG) is China's largest and most influential trade and professional publishing group. Since 2008, it has been on the list of "Top 30 Chinese Cultural Enterprises" for six consecutive years, ranking among the leading cultural enterprises in China. Internationally, it has been ranked No.14 among the 2014 Top 50 Global Publishing Groups, and was the only Chinese publisher ranked among Top 500 Asia Brand. In 2015 London Book Fair, CPG was awarded with the Simon Master Chairman's Award.

CPG boasts 40 publishing companies and imprints with 96 subsidiaries, which produce over 10,000 book titles, audio-visual publications, electronic and online publications every year. It leads the country with 7% of domestic book retail market share, ranking No.1 for 13 consecutive years. Every year it concludes copyright agreements with overseas publishers for over 1,000 titles of books and journals. It comprises China's biggest publications import & export enterprise, importing and exporting over 200,000 titles every year, accounting for 62% and 30% of the domestic market respectively. CPG owns 28 overseas publishing houses, chain bookstores and offices with its business extending to over 130 countries and regions.

With publication as its core mission, CPG covers print and digital publishing, copyright transactions, and book importing and exporting.

CPG includes the longest established and the most prestigious publishing houses in China, and it grabs the biggest share in terms of national publishing programs, national publication awards, the book retail market, trade book sales revenue, publications imports & exports, copyright transactions and the number of national key cultural enterprises. It also boasts the biggest author and reader base as well as the richest cultural heritage resources and resources for publication. It thus has the most powerful cultural influence in China. Under its umbrella are numerous prestigious publishing companies and wholesalers such as the Commercial Press with a history of 118 years, Zhonghua Book Company with a history of 103 years, SDX Joint Publishing Company with a history of 84 years, as well as the People's Literature Publishing House, the People's Fine Arts Publishing House, the People's Music Publishing House, and China National Publications Import & Export (Group) Corporation (CNPIEC), all with a history of over 60 years.

The strategic goal of CPG is to be a major actor in the global publishing industry and build the leading modern, large-scale global publishing & media group.

• 世界图书出版有限公司简介 •

世界图书出版有限公司（简称“世图公司”）成立于1986年，总部设在北京，旗下有世界图书出版公司北京公司（现称“世图本部”）、世界图书出版上海有限公司、世界图书出版广东有限公司、世界图书出版西安有限公司、世界图书出版长春有限公司、世图音像电子出版社、中国科学文化音像出版社7家子公司。世图公司是我国出版界最早跨地域经营的出版企业，目前是中国出版集团公司的成员单位之一。



世图公司自成立以来，始终坚持“把世界介绍给中国，把中国介绍给世界”的办社宗旨；始终坚持“科教兴国、书兴科教、服务科研、服务高校”的经营理念；始终以出版科技学术、语言、工具类图书及大量引进国外科技学术专著、科技期刊、高等教育教材为主，为我国科技教育的发展做出了重要贡献。

近年来，世图公司承担了“千书工程”、《夏商周断代工程丛书》、《西氏内科学》、《口腔医学精粹丛书》、《中古文学研究》、《中国地理百科全书》等40余项国家“九五”、“十五”、“十一五”、“十二五”、“十三五”重大、重点项目和集团重点项目的出版工作，出版了一批以《周原甲骨文》、《富爸爸、穷爸爸》、《图说中国传统节日》、《印刷媒体技术手册》、《现代手术并发症学》、《中国书法大字典》等为代表的优秀图书。与海外22个国家和地区的108个出版社建立了合作关系，树立了良好的国际形象，赢得了海外出版界广泛而良好的诚信声誉。

世图在集团领导下，坚持特色发展，充分发挥独特的跨地域集约经营的优势和海外购权的优势，以百折不挠的精神，努力探索，不断进取，现已发展成为有特色、有品牌、有实力的现代科技类出版社。

• World Publishing Co., Ltd. •

World Publishing Co., Ltd. (WPC for short) was established in 1986, headquartered in Beijing. WPC is the first trans-regional intensive management enterprise which sets 7 branch companies of Beijing, Shanghai, Guangzhou, Xi' an, Changchun, World Publishing Audio-Video & Electronic Press Ltd. and China scientific &cultural audio-video publishing Co., Ltd.

WPC is the member of China Publishing Group Corp. Since its foundation, WPC regards "Let the world know China and present China to the world" as its tenet, and "Make the country strong through science and education, make science and education prosperous through books, serve scientific research, and serve institution of higher learning" as its management philosophy. WPC gives priority to publish books relevant to science and technology, language and reference, and introduce monograph of science and technology overseas, journals of science, teaching material of higher education and photocopy of original edition to China, which has already made key contributions to the development of science and technology and education in China.

In recent years, the World Publishing Corporation has undertaken more than 40 national key projects in the "The 9th five-year plan", "The 10th five-year plan", "The 11th five-year plan", and "The12th five-year plan". Such like "Thousands of science and technology books project", "A series of Xia Shang Zhou dynastic history project", " Chinese edition of Cecil Medicine (19-23th Edition)", "The Study of Mediaeval-Time Literature", "China Geography Encyclopedia". And has also published key projects concerning. A group of outstanding books have been published, such as Zhou Yuan Oracle, Rich Dad, Poor Dad, illustration of Chinese Traditional Festivals, "Handbook of Print Media, Complications of Modern Surgery, and Chinese calligraphy dictionary. By establishing a cooperative relationship with 108 foreign publishers from 22 overseas countries and regions, WPC has created a good international image with the overseas publishing industry, and a reputation for integrity.

With the characteristics, brand and strength with the spirits of exploring, developing and innovating unceasingly, WPC, just at the time of vitality, is advancing to be a domestic first-class and international well-known scientific-technical comprehensive publishing company in the new century publication enterprises.