

Shenzhen,
World Book Capital

2015

Application 申都报告

书籍，推动民族进步的动力
BOOK
Books move a nation forward



“Books are transmitters of knowledge and a bridge to a bright future”

Honorable Members of the Selection Committee,

On behalf of the 14 million citizens of Shenzhen, I am honored to submit the city's application for being designated as UNESCO's World Book Capital in 2015.

China, as a cradle of civilizations, has more than 6,000 years of history. China, as we know it today, is inspired by one of the world's oldest civilizations. It still comprises trails of city-states and cultures that gave rise to the oldest written language system and spawned major inventions, such as that of the compass, paper, printing and gun powder. Indeed, China's historical records called the “Bamboo Annals” date back to 1600 BC.

Recent findings demonstrate that paper was used in China much before the invention by Cai Lun in 105 AD. Printing and the invention of woodblock printing are also an accomplishment of the ancient Chinese.

One reason for China's longevity in the history of humankind lies in the values it attaches to books and literature. This tradition has been greatly respected and practiced in Shenzhen.

Since 2000, when Shenzhen Reading Month was initiated to be held every November, over 1,000 major cultural festivals featuring hundreds of reading activities have been held in Shenzhen.

After 13 years of continuous efforts, Shenzhen has become a national model for the promotion of public reading. It also ranks as the first city in China to issue regulations on public libraries, to build a “City of Libraries,” and to open for free all its public cultural facilities, including libraries, to the public.

In November 2012, as the first public organization of its kind in China, Shenzhen Reading Federation, with more than 400 private enterprises, NGOs and professional associations among its members, was established to promote reading among all citizens. In support of Shenzhen's application to become the 2015 World Book Capital, the Federation is planning for a variety of creative reading activities. The whole society, including governmental departments, academic institutes, higher-education establishments, charity organizations, writers' associations, publishers, State-owned companies, private enterprises, media and NGOs, is being mobilized to participate in these activities.

We believe that reading can narrow the gap between societal strata, genders and groups. Reading is a catalyst for the promotion of mutual understanding and dialogue among people.

Promoting the reading habits and capacities among children and youth is based on the appreciation and commitment that the young generation today is the city's future. Shenzhen puts a high value on nurturing children and youth education and reading interest.

Addressing the needs of citizens as a whole, in particular those with special needs, such as senior citizens, ethnic minorities and disadvantaged groups, a series of specialized reading activities have been planned leading up to the 2015 World Book Capital programme, with expected tangible results for our "Education for All" programme.

The two-pronged policy of the Shenzhen Municipal Government in promoting digital reading and virtual libraries as well as contemporary practice in printing and publishing books and paper materials will be of great assistance in advancing efforts to promote reading in the city and among its citizens.

One of the greatest challenges of our time is the fast development of the Internet and digital technologies, which will affect significantly the universal principles governing book and publishing industries. These implications will be reviewed and discussed at the recurring International Conference on Challenges to the Book Industry in a Globalizing World with the participation of all stakeholders.

As a true believer in the unique practice and extensive approach and efforts by the City of Shenzhen in promoting reading among citizens of all age groups, I wish to express my sincere hope that the 2015 World Book Capital title will be bestowed upon the City of Shenzhen.

I, on behalf of the Shenzhen Municipal Government, its citizens and its various stakeholders, make a solemn, formal commitment to the Selection Committee that we will earnestly implement every activity listed in this Application, provide corresponding financial support to these activities and beyond and ensure the full participation of all citizens, the private sector, publishers, booksellers and libraries in the implementation of our activities.

Shenzhen, as the 2015 World Book Capital, will be able to build a bridge to a bright future, inspired by books and driven by the power of knowledge, through which both citizens and collaborators will be enlightened.

This is our ambition and our desire and we are fully determined, with your recognition, to march along this path.

Mayor of Shenzhen



Xu Qin

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Executive Summary

**“No matter how busy one may be, one must find time for
READING or, surrender himself to self-chosen ignorance.”
— Confucius**

Shenzhen 2015 World Book Capital

Shenzhen, as an economic success story and a financial hub in China, manifests an equitable balance between economy and culture, books and development. By encouraging the participation of different stakeholders at the local, regional, national and international levels, Shenzhen is building connections with a multitude of professional establishments, thereby strengthening its cooperative leverage ability and expanding the most important and ongoing component of education: reading.

In recent years, Shenzhen's determination has catalyzed great progress towards increasing public interest in reading. These efforts have not only included exploring the application of modern technology to improve public reading facilities, but also solicited the participation of NGOs and the private sector to expand the library facilities and bookselling networks, and to facilitate the development of new publishing methods.

At a time of increasing appeal for virtual libraries and e-publishing, and amid the ongoing challenges to global paper book and print industries, Shenzhen continues to balance digitization with historical appreciation by providing its citizens with access to the classical and ancient literary culture of the country through access to rare paper books and specialized libraries. It is strongly believed that modernization is important to broadening access to information and literature, but with the understanding that a more profound connection can be made to any work by providing interactions with history. To that effect, the city has established many institutions of learning, such as Shenzhen Institute of Confucian Culture, Gezhi Academy and Hongdao Academy. An exhibition of ancient books during the 2012 Reading Month attracted significant public interest.

Digital Literacy

Balancing its focus on enhancing the public's access to cultural and literary history, Shenzhen is determinately working to help promote the greater dissemination of literature and information through digital mediums. The use of the Internet allows access to an abundance of information. If we agree that knowledge is power, then the Internet has provided and will continue to provide the foundation for humankind's insatiable need for information and learning. This unprecedented and unmatched resource is also helping people go beyond their traditional areas of interest by instantaneously giving them access to news, blogs, social media and other websites that expose and unearth global opinions and thoughts in real time. Through the Internet, the individual's voice becomes global while new viewpoints are shared

and debated on a range of issues. Its power and reach are greatly enhanced by the popularization of social media sites such as the video-sharing website Youku, QQ, Kaixin and the microblogging giant Weibo, which has over 350 million users and is one of the most popular social media platforms in the world. All of these have become important conduits to reach the population at large and are central to Shenzhen's parallel push for digital literacy.

As many companies have found out, growing digitization and Internet penetration have come with their own challenges. In recent years, copyrights have gained increasing importance in China, particularly after the signing of the Beijing Treaty on Audiovisual Performances in June 2012. Shenzhen, being one of the four key cities monitoring copyright issues in China, not only promulgated the first Regulations on the Management of Cultural Industries and formed its own law-enforcement office on copyright issues, but also built an effective communication mechanism with international organizations to monitor the progress of building compliance with copyright.

An international conference on challenges facing the book industries is held in March every year. The first of these conferences was held in Shenzhen in March 2013 and was attended by representatives of all stakeholders, including UNESCO. It dealt with, among other issues, the applicability of present principles on freedom of expression and copyrights and debated the full applicability of present principles vis-à-vis the exigencies of a new era and application of new and fast-moving technologies. At the same time, the conference focused on how to protect and renew the spirit and value in traditional book-reading, and how to protect the interests of stakeholders, such as authors, publishers, retailers, libraries and readers, under the framework of digitalization and globalization.

To overcome some of the persisting obstacles in applying the principle of “Education for All” advocated by UNESCO, Shenzhen is following a new strategy. At present, the core of this problem relates to a shortage of promoters to provide instructions and assistance to minorities and disadvantaged segments of the population in advancing their reading skills. Special programmes started in 2012 have resulted in the training of 120 such instructors. Shenzhen hopes that by obtaining the title of 2015 World Book Capital, it could enhance and expand these programmes by soliciting the operational and financial partnership of the private sector.

Shenzhen Reading Federation (SRF) was jointly founded in November 2012 by more than 400 enterprises, NGOs and professionals. SRF aims at allocating and

Introduction: Linking Past to the Future

integrating resources of various departments and organizations to form a reading promotion system that reaches out to citizens in every community and increases the number of affiliated organizations who help promote reading.

From 2013 to 2015, several hundred activities, with a budgetary allocation of US\$232.85 million, will be rolled out to create a new infrastructure market for new publications and translations. These activities will also undertake a public campaign related to reading awareness, bookselling and libraries, and facilitating easier access to books. New facilities with more comfort and attractions will be built, and through the establishment of a Category II Publishing Institute, Shenzhen will increase its collaborations not only with UNESCO, but also with all international stakeholders. Numerous activities for specific groups, such as women, youth, the disabled, migrant workers, students, parents and senior citizens, have been planned, so have activities promoting the development of the publishing industries and libraries, all of which will directly benefit each of these demographic groups.

All planned activities will include active participation by the municipal, regional, national and international entities, including professional and non-governmental organizations, and will be in line with all six criteria for the World Book Capital Programme established by UNESCO (please see the concluding chapter of this Application).

Shenzhen as the World Book Capital

With the title of World Book Capital, Shenzhen will be very well positioned to stimulate, catalyze, and participate in collaborations and exchanges in the fields of books and reading. The synergy will help further the already strong foundation the city has built to actively engage its citizenry, and will enhance the twin push of digitization and the preservation of physical interaction with history through reading centers. For Shenzhen, the interest is not only domestic. It seeks to continue its historical legacy as a center to build bridges across cultures and civilizations and to foster a culture of peace by deepening its cooperation with UNESCO, International Publishers Association, International Federation of Library Associations and Institutions, and International Booksellers Federation, as well as other governmental and non-governmental organizations. Accordingly, we hope Shenzhen will be named 2015 World Book Capital.

A. Past (Background)

China is one of the world's foremost ancient civilizations. The secret of its longevity lies in its inclusive nature towards other civilizations and its ability to adapt to social and political changes. Throughout its history, it has incorporated new traditions and ways of life and created a sense of ownership for its people towards their land and their country.

The unifying factor throughout its history has been the Chinese language. As one of the few languages in the world that has not undergone significant changes, it has been used for more than 3,000 years. The first written record of the language dates back to the year 2100 BC. The oracle bone script on turtle shells evidenced the advance emergence of the language, and engraving on bamboo slips and silk writing showed its further development.

The arts of papermaking and printing were two of the four great inventions in China (in addition to gunpowder and compass). Papermaking was invented by Cai Lun in 105 AD. This important invention promoted writing on paper in China. Public access to books was only made possible in 1049, when Bi Sheng invented movable type printing. This facilitated the copying and distribution of books and written materials to readers.

During the Industrial Revolution in the West, China lagged behind Europe and America in terms of development. After about 200 years of decline, China embarked on a path of reform and open up in the late 1970s. Since that remarkable series of events, China has quickly become one of the new forces on the world stage, reshaping the unipolar world order. Deng Xiaoping, the chief architect of China's reforms, selected Shenzhen as a pioneering model for the new vision and direction of the country.

B. Present (Innovation and Technology)

Today, the legendary City of Shenzhen ranks as one of the top cities in China in terms of pace of development and sustained competitiveness over the past decade and into the future.

Shenzhen is also considered one of the most culturally diverse cities in China. Migrants constitute approximately 56% of Shenzhen's population and represent over 50 ethnic groups. Although Mandarin is the most common language in Shenzhen, languages and cultures of various ethnic groups and regions are highly valued. Special intangible cultural heritage protection agencies, established by the city, enjoy full support of the municipality.

Shenzhen's fast economic development has made it one of the two important financial hubs in China. It is also regarded as a hub for technology and innovation. Today, a large number of major enterprises and nearly half of the world's top 500 companies are settled or have offices in Shenzhen. Its young population — mainly from the migrant community — are mostly well-educated. Among the youth, mobile phone reading and

digital publishing are becoming increasingly fashionable supporting the growing trends in the market. A 2012 survey on reading habits of the residents of Guangdong Province showed an increase of 31.9% in digital reading over the average of 2011.

Over time, the literacy gap between its young and highly educated population and its native citizens has prompted continuing education initiatives and the system of “Education for All” developed by UNESCO is in full practice. This policy promotes training, reading months, storytelling, reading festivals and individual coaching, as well as technical and vocational studies. In light of this, in its long-term planning to maintain its competitiveness, Shenzhen has focused on promoting reading skills and the broader dissemination of information to narrow the gap among its citizens and the expatriate community.

The digital mediums have transformed the book industries, libraries, and publishing houses. Shenzhen’s digital reading rate is much higher than the national average. The widespread use of smart phones and Internet-enabled tablets are changing people’s reading habits and the way they interact with literature. Construction of a Digital City is now part of the development plan of Shenzhen. By this, it is hoped that the city’s reputation as the most Internet-connected city in China will be maintained.

While these facilities have increased access to reading materials and digital books, the city is ensuring that modernization does not marginalize the physical literature that constitutes an important part of its culture and history. Shenzhen continues to encourage its citizens to become versed in the classical and ancient culture of the country through the establishment of learning institutions, such as the Shenzhen Institute of Confucian Culture, Gezhi Academy and Hongdao Academy.

C. Future (Looking ahead)

Facing the impending challenges from the digitization of books, Shenzhen is systematically charting the move from paper and print industries to more high-tech models to leverage the rapid spread of the Internet among its population. The dilemma facing Shenzhen is how to bridge the gap between the indigenous book industry and the emergence of Internet technology without creating a vacuum or precipitating the rapid decline of the former. Within this ever-evolving strategy are questions about how to best create adequate space for authors, translators, publishers, booksellers, universities, research institutions and libraries to take advantage of the change and benefits that could be brought by Internet technology. At the same time, the city continues to consider how to increase reading opportunities for all citizens including children, youth, adults, the physically challenged and minorities.

While the solutions that emerge are always dynamic and responsive to the rapid nature of digital innovation, Shenzhen’s city planners, in cooperation with the private sector, NGOs and its dynamic citizens, are trying to develop new approaches to

promoting reading and supporting the book industry that will protect the principles of copyrights while leveraging its already large household and mobile penetration of Internet technologies.

One of the components of its strategy is to establish an [International Publishing Institute](#) (category II institute) in collaboration with UNESCO, through which Shenzhen will dedicate its efforts to research and international collaboration in the areas of book editing, translation, book distribution and publishing. Exchanges of expertise between the institute and others worldwide could help Shenzhen reform its industries and incorporate new ideas into its strategy and thinking. [The International Conference on Challenges to the Book Industry in a Globalizing World](#), which gathered all stakeholders as well as media and scholars, was also a highlight of the strategy.

It is worth mentioning that 2015 is an important landmark for Shenzhen. During this year, a tenet of Shenzhen’s two-pronged policy on the book industries will forge ahead. On the one hand, Shenzhen-based IT giant Huawei plans to release a foldable screen to revolutionize the e-book industry. On the other hand, the city has plans to celebrate the birthday of Cai Lun, the great Chinese inventor of papermaking, by organizing various exhibits of rare books and cultural festivals.

In sum, the timing is ripe for Shenzhen to display its strong capacity and candidature for the 2015 World Book Capital and help lead the dialogue on the future of this important literary medium. By obtaining this honor, the city will form an important part of the brain trust with the former Book Capitals and affiliated organizations worldwide. Through this expanded global cooperation, Shenzhen will once more lead the policy of outreach and reform in China and could once again stand to meet its historic role as an agent of change.



Shenzhen: Literary Culture and Tradition

Shenzhen, as the first special economic zone in China, opened to the outside world in 1980 and, soon after, grew into a global mega-city with a population of 14 million. The speed of its growth and its competitive edge have afforded Shenzhen a first-place ranking for the past 15 years compared to other inland cities in China.

As a city that hosts diverse cultural and ethnic backgrounds, Shenzhen emphasizes the soft power of culture to drive its present and future development. To that effect, governmental policies have worked to improve literacy by adopting the principle of “Education for All” advocated by UNESCO. Through these policies, the city has given rise to a literate society through programmes such as reading months, virtual libraries, modern bookstores, reading events and festivals, and support to special programmes for disadvantaged segments of the population. A brief summary of these initiatives is provided in this section.

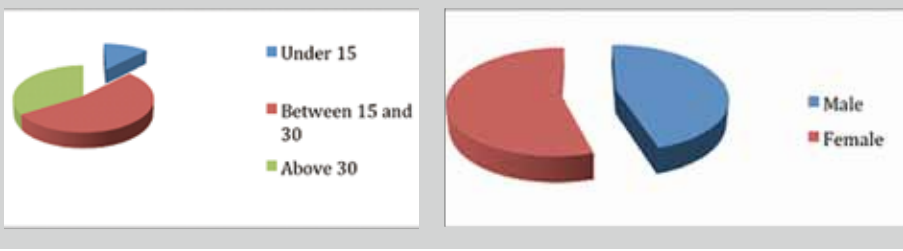
Libraries — Advocates of Learning

Governmental policies in recent years have focused on the construction of public libraries. Shenzhen was the first city in China to adopt the Regulations for Public Libraries in Shenzhen Special Economic Zone in 1997. Pursuant to this, Shenzhen decided to become a “City of Libraries” and ensure centralization through a dedicated information-sharing network.

Currently, there are 643 public libraries and 200 24-hour self-service book dispensers in the city. In 2012, with 1.3 million new books, the total number of books in public libraries amounted to more than 22 million, an average of nearly two books per person. There were 21 million visits to libraries in 2012. Charts 1 and 2 indicate the city’s breakdown of readers by age and gender. With 200 around-the-clock street library machines, an all-dimensional book service system has been formed for the city.

The City of Libraries Information-sharing Network, which was launched in 2012, helps readers borrow books at any public library with a single membership card. The Municipality of Shenzhen is planning additional initiatives for mega-libraries in the future to further increase access for citizens.

Demographic presentations of readers: age/gender groups(Chart 1 &2)

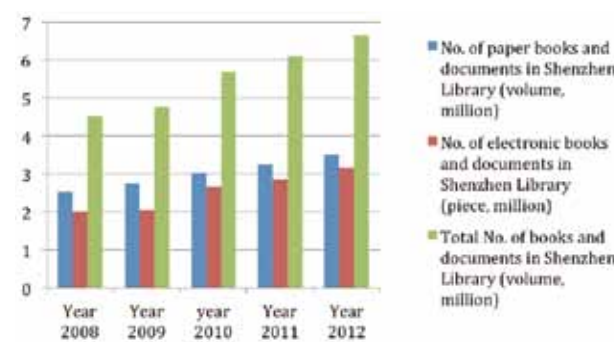


Among the city’s numerous libraries, the most popular are the following:

- **Shenzhen Library:** Shenzhen Library has 4 million books and 2,000 seats for readers, covers 50,000 square meters of floor space and can receive 8,000

visits per day.

- **University Town Library of Shenzhen:** Established in 2006 and with a floor space of 40,000 square meters, this library has 1.5 million books and 1,700 nodes, provides 2,500 seats and can receive up to 8,000 visits a day.
- **Shenzhen Science and Technology Library:** Established in 2006 as an archive for important scientific and technological documents and a service center for associated information, this library is open to the general public and provides academic research support for universities. It's the city's first library to function as both a university library and a public library.
- **Shenzhen Children's Library:** Established in 1997, this library houses 500,000 books, with a seating capacity of 1,200 readers. It can serve 5,000 visits per day and has a floor space of 15,600 square meters. This library is the only specialized information center serving children, parents and educators in Shenzhen, Hong Kong and Macau.
- **Migrant Workers' Libraries:** Shenzhen has nearly 100 libraries and reading centers especially for migrant workers and minorities. These libraries hold a total collection of 1.5 million books and have a total capacity of 7 million readers per year. Every year, more than 560,000 books are borrowed and 350 reading activities are organized. The number of Shenzhen's migrant workers' libraries accounts for 43% of China's total.



• Mega-bookstores

A number of mega-bookstores have been added to Shenzhen's urban planning since 2006. These modern bookstores provide a comfortable environment for readers and buyers and have become attractions for Shenzhen citizens of all ages. The most notable among these stores is the Shenzhen Book City in Futian District's CBD, which is the largest bookstore in Asia in terms of floor space. Every year, more than 10 million readers visit the bookstore, where many reading and cultural activities are held every day. After years of development, the area has become a cultural paradise for locals.

In order to attract booklovers to these mega-stores, the government and the private sector periodically organize special festivals of music and poetry and other activities. Celebrities are invited to give lectures or live readings at

the events. During one such event in 2012 that included activities all night, 1 million books were sold to shoppers. Similar bookstores in Luohu and Nanshan districts are also located in the most prosperous parts of the town.

• Printing and Publishing

Shenzhen is one of China's leaders in providing a home to major printing and publishing industries. In the last few years, a number of renowned enterprises with cultural significance and wide-reaching influence, nationally and internationally, have established themselves in the city. Notable among these is local company Artron, which was established in 1993 and focuses on visual design, printing and logistics distribution. Artron has produced over 60,000 books with more than 300 million copies sold. It continues providing high-quality services of book design and layout to nearly 50,000 artists, over 230 publishers, 100 domestic and foreign museums, galleries, and memorials from some 30 countries. It is worth mentioning that Artron has won nearly 300 international awards in the United States, Germany and other countries for several consecutive years and embraced the highest award in printing technology. It has provided printing services for major events and projects such as the Beijing Olympics and Paralympics.

In addition to the traditional printing services, [Artron](#) is also exploring the digital publishing field, art information platform and comprehensive services. The company has established the largest database of Chinese art works numbering over 20 million pieces.

[Haitian Publishing House](#), established in 1984, is among the most notable publishing enterprises in Shenzhen. It has published a large number of influential works. Currently, Haitian Publishing House publishes more than 700 books per year. In 2000, it was selected as one of the top 50 publishing houses in China. In 2011, it launched a new programme to publish a collection of Shenzhen literature to showcase the city's achievements in literature over the past 30 years.

Another notable name in the Shenzhen publishing industry is the Publishing House of [Shenzhen Press Group](#). It focuses on foreign literary publications and has published works such as "Wir Sind Lockvogel, Baby" (2005) by Elfriede Jelinek, the Nobel laureate.

• Periodicals and Newspapers

Shenzhen's periodical industry has gained national prominence. Adhering to the unique spirit of reform and opening up, the cutting-edge, pioneering and innovative spirit of Shenzhen was vividly reflected in the city's periodicals between the 1980s and 1990s.

In the 21st century, Shenzhen's thriving atmosphere of literature and culture has borne a new fruit. In April 2011, literary bimonthly Tiannan (Chutzpah!) was launched. Each issue contains an English version with selected translations of its content called "Peregrine." The hard copy of the magazine features an

in-depth article reading, and an accompanying website offers online service dedicated to domestic and international literary news, as well as an open forum for the authors, editors, and readers.

Shenzhen publishes and distributes more than 2.8 million copies of newspapers every day and there are two copies of newspapers for every 10 residents on average. Several local newspapers enjoy strong nationwide influence, including Shenzhen Special Zone Daily, Shenzhen Economic Daily and Daily Sunshine. Each of these newspapers has a special column for book reviews.

• Translation

Literary translation has greatly promoted cultural understanding and exchange between Shenzhen and other cultures, and has helped enhance openness and understanding of other cultures. French literary translation is one of the notable domains in book- and literature-related activities. One of the outstanding translators in this regard is Hu Xiaoyue, who has translated and published more than 50 works and was praised by French Books Weekly as one of the most distinguished French book translators in China. Hu has won China National Book Award and his work “Gaston Gallimard: Half a Century of French Publishing History” won the second China Fu Lei Translation and Publishing Award. In 2002, the French Ministry of Culture awarded him the Medal of Honor “Knight of Literature.”

• Reading Month

Since the turn of the century, Shenzhen has been holding a major annual event called Reading Month, in which grand cultural activities are organized to encourage and promote citywide reading. In 2004, a new initiative by the city government, “making Shenzhen a city of culture,” invited all citizens and private sector stakeholders as well as NGOs to participate in activities planned for Reading Month, which is scheduled for every November in Shenzhen. For more than 13 years, Reading Month has been a local favorite and it’s annually treated as a carnival and festival of arts and creativity. There were only 50 events in the first year of Reading Month. In 2012 the events reached 600 and attracted more than 9 million visitors, which showed a huge increase from 1.7 million visitors at the event’s inception. Among the notable activities are the reading forum, book recommendation, poem recital and selection of Top 10 Books of the Year.

• Literature in Shenzhen

Shenzhen occupies a unique position among contemporary Chinese literary cities. In the 1980s, Shenzhen author Liu Xihong’s novel “You Cannot Change Me” set off a discussion about literary trends and personal freedom in China. Deng Yiguang’s long story “I Am My God,” published by Beijing Publishing House in 2008, won the National Book Award. Authors, such as Yang Zhengguang, Deng Yiguang, Cao Zhenglu, Sheng Keyi, Wang Shiyue, Wu Jun, Nan Xiang and Xie Hong, have widely been published. These writers are a

representative group of Shenzhen and of noted contemporary Chinese literary personas.

Mo Yan, winner of the Nobel Prize for Literature in 2012, has a special bond with Shenzhen. He has repeatedly come to Shenzhen and is in close contact and cooperation with Shenzhen’s literary and publishing circles. Haitian Publishing House has published several of Mo Yan’s story collections.

• Poetry

Home to one of the country’s largest communities of important poets with up to several hundred poets, Shenzhen has been recognized as a center for poetry in China. Each year, thousands of poets across the country come to Shenzhen for various reasons. In the preface of “Facing the Sea — 2012 Shenzhen Poetry Exhibition,” Wang Jingsheng, a top official of Shenzhen and a well-known poet, says that “Shenzhen is a city with the rhythm of youth. Poetry will always belong to the youth, and the youth always belong to poetry.” On December 24, 2012, the second Shenzhen Poetry Festival / 2012 Chinese Poetry Annual Meeting was held with the theme of “All Shenzhen People Are Poets.” This event lasted four days and included a poetry festival, poetry reading sessions, the award ceremony of 2012 Annual Poets of Chinese Poetry, and the launching ceremony of the book “Facing the Sea — 2012 Shenzhen Poetry Exhibition.”

• Book clubs and associations

In addition to a number of existing clubs, a number of new groups such as Houyuan Reading Club, Shenzhen Reading Club and Sanyecao Reading Club have been established. The clubs target different ages and topics including literature, film, philosophy, health, society, economics, family relationship, psychology, history and education, attracting diverse groups of readers.

The establishment of Shenzhen Reading Federation in November 2012 was also a landmark event in Shenzhen’s reading promotion campaign. With more than 400 member organizations, the Federation brings together schools, governmental bodies, independent reading clubs and industries, as well as Internet reading service providers, and promotes the idea of reading. One of the major tasks of the Federation is to train reading promoters. One hundred and twenty people have passed the test to become reading promoters, and 500 promoters will be trained in five years to help promote reading in schools, families, neighborhoods and enterprises.

• Continuous drive for innovation

The main objective of Shenzhen was and is to follow the tradition of innovation as a means of furthering easier access to knowledge. In recent years, the emergence of new and innovative technologies has gained a special place in the development strategy of Shenzhen. Statistics show that the city’s Internet penetration rate of 78.9% is the highest in China. Three million people registered

for the mobile reading service of China Mobile, accounting for 1/6 of the total number of China Mobile's subscribers. Two digital reading service providers, sznews.com and szsky.com, are located in the city. Shenzhen is home to A8 Digital Music Holdings Limited, one of the leading integrated digital music companies in China. A digital bookstore is in the works in cooperation with China's telecom service providers, and a digital publishing base will be installed soon in Shenzhen in cooperation with international digital publishers.

The first e-reading station in the city was inaugurated at Shenzhen Children's Library on July 30, 2010. The system provides free access to digital book resources of the library at user terminals. Hundreds of such e-reading stations will be installed in schools and neighborhoods in coming years, allowing children to use e-book resources without leaving schools or homes.

In 2010, the release of the first white paper on China's e-book industry and the establishment of the China E-book Industry Alliance during the first China E-book Industry Forum laid the foundation and indicated the direction for the development of the e-book industry in China over the next 10 years.

• Freedom of expression

Shenzhen is an open city, where Chinese and Western cultures converge. The room for free speech has largely expanded in the era of the Internet. In China, Shenzhen has the highest Internet penetration rate. A highly developed digital industry opens new room for free speech. The use of the Internet allows people access to abundant information and the freedom to have their voices heard on issues such as public affairs and personal concern.

Accordingly, the importance of social media should not be underestimated. China has established its own version of blogging software, short-message broadcasting and video-sharing, the use of which has increased by more than several hundred folds in recent years. In the last few years, Weibo has registered a total user base of 358 million, of which roughly 36.5 million are active daily users. The recent protests against environmental pollution and the illegal dumping by industrial companies as well as the support for freedom of editorials and expression of individual opinions are examples of the widespread and popular impact of these mediums. These sentiments have recently been strengthened by various statements made through and by the President of China, Mr. Xi Jinping, who stated in his speech on November 15, 2012: "Our responsibility is to rally and lead the whole Party and all of China's ethnic groups, continue to emancipate our way of thinking, and insist on reform and opening up."

• Copyrights

Copyright principles are advocated by WIPO to "protect the rights of authors, performers, producers and broadcasters, and contribute to the cultural and economic development of nations."

In June 2012, during WIPO's Diplomatic Conference on the Protection

of Audiovisual Performances, held in Beijing, China, the Beijing Treaty on Audiovisual Performances was signed. This was considered a milestone in China's copyright protection history.

Shenzhen was the first city in China to issue Regulations on the Management of Cultural Industries and one of the four key cities with enhanced monitoring of copyrights. It was also China's first city to release a formal white paper on the development of its copyright industries. In 2010, the output of Shenzhen's copyright industries increased 177.12 billion yuan over the previous year, an annual increase of 22%. Currently, the contribution of the nationwide copyright industries accounts for less than 7% of China's GDP, while Shenzhen's copyright industries account for 15.39% of the city's GDP, advancing the city ahead of other major cities such as Beijing and Shanghai.

Among different segments of the city's copyright industries, one of the most prominent is its internet industry, representing 13.4% of the industry in the country. Shenzhen was selected as one of the pilot cities for the "triple play", a combination of the Internet, television broadcasting and mobile telecommunication networks, as well as the nation's first e-commerce model city.

Shenzhen has also been on the frontline in the field of copyright protection and legislation in China. The city has established a cooperation mechanism with the International Disc Association and American Film Association for exchanges and regular trainings. In 1992, the first manuscripts auction held in Shenzhen was groundbreaking in China, in terms of the trade in copyrights. In 2009, Shenzhen Culture Assets and Equity Exchange was established. By the end of May 2010, the exchange had handled 471 cultural transaction cases with a total value of about 8.6 billion yuan.

As one of its new and innovative steps forward to collaborate more systematically with all stakeholders in printing and publishing as well as the library sector, Shenzhen has held an international conference on books and copyright. The conference, held in March 2013, featured the topic "Challenges to the Book Industry in the Globalizing World," reflecting on such themes as the "Impact of Digital Technologies on Hard-copy Book Industry," "Digital Revolution" and "Digital Era's Requirement for New Regulatory Standards."

In 1993, Shenzhen took a national lead in drafting the "Cultural Market Supervision Ordinance", making copyright protection an important part of it. As one of four key copyright monitoring cities, Shenzhen also took the national lead in establishing a specialized copyright law executive agency, aimed at anti-piracy initiatives.

Shenzhen as a candidate for 2015 World Book Capital—Why Shenzhen?

**“I have many hobbies, and reading is the biggest one. Reading has become a part of my life.”
— Xi Jinping**

Earning the title World Book Capital 2015 will create a grand reason for Shenzhen to celebrate its 35th anniversary. It would not only be considered a recognition of the city's efforts to foster reading and promote books, publishing and distributions, but also set an example for other developing cities and countries. Shenzhen is convinced that books are one of the most important forces used to change the city's present and shape its future. *Shenzhen is convinced that the influence of books and reading goes deeply beyond just building the core competency of a city. Reading is a passport to prosperity, knowledge and freedom from webs of ignorance.*

It is not coincidental that the UNESCO World Book Capital project, inaugurated in 2001, coincided with the establishment of Shenzhen's annual Reading Month. Both programmes aim at eliminating ignorance, and promoting books and reading.

Reading Month has been recognized as one of China's greatest events. Participation is expected to reach 14 million in the next few years.

As 2015 World Book Capital and in moving ahead with its objectives, Shenzhen will adhere to the following principles:

• **A National Cause — Public and Private Commitments**

Promoting citywide reading has become an overarching target of Shenzhen's developmental efforts. Literacy in Shenzhen is significantly higher than the national average and stands at 92%, but given the varying degrees of knowledge among citizens, a sustained effort is still required to encourage all ethnic groups in the city to adopt reading as an essential part of their education. This complex effort cannot be made by the government alone. Full cooperation from all related entities, such as the private sector and NGOs, is called for.

The November 2012 establishment of Shenzhen Reading Federation (as mentioned in the previous chapter) was a landmark in the city's reading promotion campaign. The city government plans to spend the equivalent of US\$232.85 million over the next three years on various projects promoting reading. Future efforts include closer collaboration with more than 400 enterprises, who have committed to meeting targets set for Shenzhen as the 2015 World Book Capital.

• **A Model for China and Other Developing Countries**

Shenzhen as the World Book Capital 2015, is committed to principles set forward by UNESCO and is willing to serve as an example in promoting

reading and advancing the soft power of culture not only in China, which is inhabited by one fifth of the world population, but also through further international cooperation with other developing cities and countries. In its capacity as the WBC 2015, Shenzhen will be a driving force through its category II Institute on Publishing in exchanging information, providing trainings, enhancing translations and capacity building as well as providing fellowship programs for all its collaborators.

The recurring International Conference on the "Future of Books Facing the Challenges of Globalizations" will continue to engage Shenzhen's partners among the booksellers, publishers, libraries and archivists. All projects selected and proposed for 2013-2015 and beyond (as presented in this Application, see also Annex 1) have had and will have the support of Shenzhen Municipal Government, private sectors and enterprises as well as the citizens of Shenzhen. In the process of their implementation, Shenzhen Municipal Government will be relying on both financial support from its major city enterprises and on the willingness of its citizens.

• **Training Reading Promoters — Agents of Change**

One of the major obstacles for the promotion of reading among Shenzhen citizens with various degrees of education is a shortage of promoters. An immediate priority identified by the municipal government is to begin training reading promoters. To date, some 120 volunteers have passed the required tests. In the next five years, that number will reach 500. These promoters will offer professional reading lessons in schools, with families, and at neighborhood gatherings. As 2015 World Book Capital, Shenzhen intends to put major emphasis on the furtherance of this programme.

• **A Key Element in Managing Social and Cultural Issues**

For Shenzhen, the title of World Book Capital could be a key to accelerating its efforts to solve the city's prevailing social and cultural issues. About 56% of Shenzhen's 14 million inhabitants are migrant workers with varying degrees of education. These citizens work in manufacturing companies and factories, but usually do not enjoy a sophisticated level of training in Chinese language or literature. As a multiethnic and multicultural city, Shenzhen has made special efforts to improve the living and educational standards of all citizens. Rights to education are considered as people's cultural rights. With reading rights being

an important part of one's cultural rights, it is the responsibility of the Shenzhen government to satisfy this need in several ways, including by providing books in minority languages. *Shenzhen as the World Book Capital would be given a new impetus to better protect people's cultural rights and to implement the principles of the 2003 UNESCO Convention for the Safeguarding of Intangible Cultural Heritage.*

• Freedom of Expression, Publication and Dissemination of Information

In the age of virtual realities created by use of the Internet, the room for freedom of expression has largely expanded. Shenzhen, as a high-tech, industrialized city with the country's highest penetration of Internet use, has ample opportunities and advantages in this regard. Home to global high-tech giants including Huawei, ZTE and Tencent, Shenzhen is a national leader in the popularization of e-reading. More than 3 million people have registered for China Mobile's first-year promotion called Mobile Reading Season. E-reading stations recently launched by Shenzhen Children's Library will allow school children to access the library's digital resources on touch-screen terminals installed in schools and neighborhoods. Hundreds of such station will be set up within a few years across the city to encourage interest in reading and easy access for populations of all ages. Use of the Internet allows access to abundant information. This unrestricted access to the latest research, developments and social issues has offered and could offer a unique form of individual freedom to citizens, which is unprecedented in history.

A Rich, Diverse Array of Activities as World Book Capital

Shenzhen will hold a variety of activities for its citizens to create a citywide reading environment from 2013 to 2015 and beyond. These projects aim to:

- Strengthen publishing and printing industries, book circulation and retail networks.
- Use incentive programmes and legislation to encourage the development of independent publishers and bookshops.
- Reaffirm through various new projects the importance of reading as a nexus of social and cultural integration, as argued by UNESCO.
- Encourage reading habits and promote the use of new technologies(digital books, audio books, Internet, etc.) to provide greater access to books.
- Re-create the conditions necessary for reading habits to be supported in the home, schools and public libraries.
- Foster collaborative efforts between private and public institutions to turn the city into a more genuine space for readers and reading.
- Strengthen connections with international professional organizations, establish diverse cooperation mechanisms, and promote exchange and progress in the fields of book publication, sales, library construction and reading activities.

2015 World Book Capital Activities Programme

In addition to its continuing activities programme for readings (see Annex 1 of this Application), the 2015 Shenzhen World Book Capital plans for seven new categories of activities: infrastructure construction, promotion of synergy between contemporary book industries and technologies, international cooperation in the book industry, literature and translation, activities for special groups, Reading for All, and establishment of UNESCO trust fund for the promotion of the World Book Capital concept.

1. Infrastructure Construction

As the 2015 World Book Capital, in collaboration with the Shenzhen Municipal Government, the Bureau for Public Works, China Overseas Land & Investment Co., Shenzhen Press Group and Shenzhen Publication & Distribution Group, Shenzhen plans to construct two major projects to promote publishing and books.

(a) Qianhai Digital Publishing Base: With a floor space of 35,000 square meters and an investment of US\$123 million, the base will become the headquarters of international e-publishing companies.

(b) Shenzhen Book Heaven: It will start in the second half of 2013 and is expected to be completed before the end of 2015. With a floor space of 6,800 square meters and an investment of US\$11 million, it will host a World Cultural Celebrity Corridor and a year-round Exhibition on Global Book Culture. It will exhibit books in multiple languages with special emphasis on rare ancient books.

2. Promotion of Synergy between Contemporary Book Industries and New Technologies

This series of promotional campaigns will create better synergy between contemporary book industries and new, innovative technologies, in order to establish a new industrial chain mechanism.

Organizers: Shenzhen Municipal Government, Shenzhen International Cultural Exchange Association, Shenzhen Reading Federation

In partnership with: China Publishers Association, Library Society of China, Chinese Writers Association, Huawei, Tencent, China Mobile Shenzhen Branch, Artron, various universities dealing with science and technology, China Overseas Land & Investment Co., Shenzhen Press Group, Shenzhen Publication & Distribution Group and other major national media

With advice from: World Intellectual Property Organization, International Publishers Association, International Federation of Library Associations and Institutions, International Booksellers Federation, International Writers' Association

Budget: US\$2.47 million

The main components are:

(a) International Conference on Books

The Conference aims to review the impacts of technological innovations and 2015 World Book Capital Activities Programme revolutions on written, hard-copy materials and deal with questions such as whether digital media of the future will be a threat or an opportunity to worldwide learning and hard-copy books, how copyrights and intellectual property rights can be maintained in a digital world, and how contemporary book industries can transform and find new roles in the digital world.

The first conference was held in Shenzhen in March 2013. In 2015, the Conference will focus further on these issues and review the implementation of the Shenzhen Declaration (see Annex 2).

(b) Modern Printing Technology Exhibition: Shenzhen's printing industries provide a quarter of the total printing volume in China and more than 40% of the high-end printing in China. This exhibition in October 2015 will promote cooperation between Chinese and international printing industries.

3. International Cooperation

This project aims to enhance cooperation between Shenzhen book industries and those of the international community. It will draw upon various partners, such as the International Cultural Exchange Association, Shenzhen Reading Federation, Organizing Committee of Shenzhen Reading Month, Chinese National Commission for UNESCO, Ministry of Culture, Ministry of Commerce, State Administration of Radio, Film and Television, General Administration of Press and Publication, and China Council for the Promotion of International Trade. International partners include UNESCO, World Intellectual Property Organization, International Publishers Association, International Federation of Library Associations and Institutions, International Booksellers Federation and International Writers' Association.

Budget: US\$4.39 million.

This major project comprises the following:

(a) International Publishing Institute: In collaboration with UNESCO, the institute will dedicate its efforts to research and international collaboration in the areas of book editing, translation, book distribution and publishing.

Exchanges of expertise and fellows between the institute and others worldwide could help Shenzhen reform its industries and incorporate new ideas into its strategy and thinking.

(b) International Booksellers Conference: Focusing on the global marketing of books, the Conference will be held in the first half of 2015.

(c) International Library Forum: Shenzhen will invite library experts from China and abroad for academic exchanges in the second half of 2015.

(d) 2015 China (Shenzhen) International Cultural Industries Fair: It will include about 1,500 booths in line with international standards. Domestic and foreign institutions and companies in book publishing, printing and distribution will be invited to participate in this event. A theme pavilion will be set up for music and arts.

4. Literature and translation

In 2015, Shenzhen, in collaboration with Shenzhen Writers Association, Translators Association of Shenzhen, Haitian Publishing House and universities, will organize a series of activities on literature and translation.

Budget: US\$2.17 million

The project will entail the following components:

(a) International Literature Forum: Writers and publishers from China and abroad will hold discussions and exchange ideas under the theme of “Retrospective on the First 15 Years of the New Millennium,” while also observing new trends in literary creation and exchanging thoughts on new strategies for literature publishing.

(b) Shenzhen Translation Award: Starting in 2015, Shenzhen will hold a biennial foreign literature translation award event to select, promote and reward outstanding translators of English, French, German, Italian, Spanish and Russian literature.

(c) Literary Carnival of UNESCO Creative Cities Network: In December 2015, City of Literature members of UNESCO’s Creative Cities Network will be invited to jointly create, along with Shenzhen, a new series of cultural and artistic activities.

(d) 2015 Shenzhen Poetry Festival: This event will include poetry forums, concerts, poetry translations and publications to create a wider appeal for poetry among Shenzhen citizens.

5. Activities for Special Groups

Shenzhen has initiated a number of activities to promote reading among ethnic minorities, children, adolescents, women, civil reading clubs and various NGOs. The government will provide the required financing, in collaboration with relevant organizations and the private sector.

Potential partners: Ministry of Education, Ministry of Culture, Ministry of Civil Affairs, Haitian Publishing House, Publishing House of Shenzhen Press Group, civil reading clubs and NGOs

Budget: US\$3.56 million

6. Reading for All

Shenzhen will also organize various reading activities for the public, including Mobile Reading Season, Creative December and other promotional campaigns.

Budget: US\$4.71 million

7. UNESCO Trust Fund

As a World Book Capital, Shenzhen plans to establish a UNESCO Trust Fund to assist UNESCO in its organization and administration of the World Book Capital programme.

Budget: US\$1 million

Financial Support

Budget for Activities 2013-2014

| Item | Year | Contributors | Budget Estimate (RMB) | Budget Estimate (dollar) |
|---------------------------|------|--|-----------------------|--------------------------|
| New & on-going activities | 2013 | Government's annual budget / Support from government special fund(s) | 108,939,160 | 17,347,000 |
| | | Support from other organizations | 40,524,840 | 6,453,000 |
| Subtotal | | | 149,464,000 | 23,800,000 |
| New & on-going activities | 2014 | Government's annual budget / Support from government special fund(s) | 115,941,360 | 18,462,000 |
| | | Support from other organizations | 54,560,640 | 8,688,000 |
| Subtotal | | | 170,502,000 | 27,150,000 |
| Total | | | 319,966,000 | 50,950,000 |

* Exchange rate: 6.28 RMB = 1 US Dollar.

2015:WBC Financing

| Item | Activities | Budget Estimate (RMB) | Budget Estimate (dollar) | Support from Government's fund(s)(dollar) | | Support from other organizations (dollar) | |
|--------------------------------------|---|-----------------------|--------------------------|---|-----|---|------|
| | | | | Amount | % | Amount | % |
| On-going regular activities for 2015 | Continuation of the activities carried out in 2013 and 2014 | 185,888,000 | 29,600,000 | 19,240,000 | 65% | 10,360,000 | 35% |
| Subtotal | | 185,888,000 | 29,600,000 | 19,240,000 | 65% | 10,360,000 | 35% |
| Infrastructure construction | Qianhai Digital Publishing Base | 772,440,000 | 123,000,000 | 79,950,000 | 65% | 43,050,000 | 35% |
| | Shenzhen Book Heaven | 69,080,000 | 11,000,000 | 8,800,000 | 80% | 2,200,000 | 20% |
| Subtotal | | 841,520,000 | 134,000,000 | 88,750,000 | 66% | 45,250,000 | 34% |
| Book promotion activities | Promotion of traditional book industry through new technologies | 15,511,600 | 2,470,000 | 1,729,000 | 70% | 741,000 | 30% |
| | International cooperation | 27,569,200 | 4,390,000 | 3,292,500 | 75% | 1,097,500 | 25% |
| | Literature and translation | 13,627,600 | 2,170,000 | 1,844,500 | 85% | 325,500 | 15% |
| | Activities for special groups | 22,356,800 | 3,560,000 | 2,848,000 | 80% | 712,000 | 20% |
| | Reading for all | 29,578,800 | 4,710,000 | 3,061,500 | 65% | 1,648,500 | 35% |
| Subtotal | | 108,644,000 | 17,300,000 | 12,775,500 | 74% | 4,524,500 | 26% |
| UNESCO Trust Fund | WBC &Creative Cities | 6,280,000 | 1,000,000 | - | - | 1,000,000 | 100% |
| Subtotal | | 6,280,000 | 1,000,000 | - | - | 1,000,000 | 100% |
| Total | | 1,142,332,000 | 181,900,000 | | | | |

* Exchange rate: 6.28 RMB = 1 US Dollar.

| Item | Budget Estimate (RMB) | Budget Estimate (dollar) |
|---------------------------|-----------------------|--------------------------|
| Grand Total for 2013-2015 | 1,462,298,000 | 232,850,000 |

Conclusion: Compliance with Selection Criteria for World Book Capital

Shenzhen is a great believer of the fact that books are critically important drivers for shaping the present and the future of the city. The influence of books and reading on societal development and that on the knowledge and attitudes of Shenzhen citizens have been profound, since books and reading have built and contributed to the core competency of the city and its people, young and old. It is therefore, believed that reading is not only an essential part of literacy but also a passport to knowledge, mutual understanding, freedom from ignorance and ultimate prosperity. Obtaining the title “World Book Capital” will, therefore, be an invaluable recognition of the city's efforts and commitment to the fostering of reading and the role of books in society's and individual's development. It will also give a boost to the publishing and distribution industries. The good and effective practices to induce reading and to promote the value of books may set an example for other cities in countries worldwide-developing and developed alike.

The diverse programme of activities and initiatives put forward by Shenzhen requires participation by and collaborative efforts from all stakeholders, including multi-ethnic and multi-disciplinary citizen groups in the city. As Shenzhen has been the first Chinese city to allow independent registration of NGOs, more than 400 NGOs in various disciplines are presently involved.

Beyond promotion of broad-based participation, Shenzhen's recent efforts have focused on enhanced reading techniques and innovative approaches to learning. Emphasis is also given to the creation of virtual libraries, the introduction of e-publications and e-books, and drawing on the broad range of IT expertise in the city. In the process, Shenzhen has also started to explore new profit-sharing mechanisms and collaborative systems involving authors, publishers, booksellers, libraries, scholars and readers.

Should Shenzhen be chosen as World Book Capital 2015, the city would not only uphold UNESCO's principles and associate with UNESCO and the three professional organizations in book industry for its communications and information campaigns, but it would also be willing to serve as an example for promoting reading among the population at large and to provide the foundation for cooperation with other cities and countries worldwide.

1. Submit a special plan for the “World Book Capital” programme. The activities contained in the plan will be implemented when hosting the programme.

In reference to the detailed plan of activities put forward in this Application(see also Annex 1), Shenzhen as the 2015 World Book Capital will ensure, among others, adherence to the principles and objectives of “Education for All” which is a major initiative spearheaded by UNESCO. Through implementation of these activities specifically designed for the World Book Capital programme, Shenzhen will be committed to an inclusive approach with all its partners and collaborators at the national, regional and international levels. It will also ensure that the implementation of the planned

programme will directly benefit all social groups, including children, ethnic minorities and disadvantaged persons.

2. Summary of projected expenditure and possible source of funds

Shenzhen will organize a variety of activities for its citizens in order to promote a citywide reading environment from 2013 to 2015. The activities will include not only theme-oriented projects but also numerous activities for specific groups such as women, youth, the disabled, migrant workers, students, parents and senior citizens, as well as activities promoting the development of the publication industry and libraries.

The Shenzhen city will allocate US\$232.85 million (see Financial Support of this Application) for the implementation of these programmes. These activities will entail public campaigns for reading awareness, bookselling, libraries and innovative approaches for public to access to books. New buildings with more comfort and attractions will be built and through the establishment of a Category II Publishing Institute, Shenzhen will not only increase its collaborations with UNESCO, but also with all international stakeholders.

All planned activities will include active participations by the municipal, regional, national and international players, including professional and non-governmental organizations, and will be in line with all six criteria for the World Book Capital Programme established by UNESCO.

Most funds for the core projects will be provided by the municipal government. Additional funding for the 2015 World Book Capital Programme will be mobilized by the private sector and NGOs.

3. Participation of city government, regions, countries and international organizations including professionals and NGOs, and their impact on the proposed plan

Shenzhen is the cradle of China's economic reforms ushered in by Deng Xiao Ping and has since become a key financial and economic hub for the country. It has, over the years, developed wide-ranging collaborative efforts with various organizations and partners in formulating and implementing reading projects. These partners are from book industries (i.e. printing houses, publishers, bookstores, authors, translators and animation companies), other commercial and private sector entities, ethnic and religious organizations, academia, cultural institutions, NGOs and national institutions (Ministry of Culture, Ministry of Education and General Administration of Press and Publication).

In November 2012, the Shenzhen Reading Federation (SRF) was founded with more than 400 NGOs as its members. SRF is committed to work closely

with international publishers, booksellers, libraries, universities, media and book industries and to help promote the future development of the World Book Capital programme in Shenzhen.

4. Quantity and quality of past and ongoing activities jointly held by host city, domestic and international professional organizations (representing authors, publishers, booksellers, librarians, and other related sources)

As can be seen from the extensive list of projects presented in this Application, including the international conferences on the future of books, the proposed International Institute on Publishing linked to UNESCO as well as a new mega project Qianhai National Digital Publishing Base, Shenzhen has made and will continue to make every effort to work in close collaborations with a wide range of domestic and foreign stakeholders, encompassing publishers, booksellers, librarians and writers.

5. Quantity and quality of other notable book and reading promotion projects

Shenzhen has secured a leading position in China in serving as the headquarters for major publishing industries. In the last few years, a number of famous cultural enterprises with wide-reaching national and international influence, such as Artron, have settled in the city. Artron has produced over 60,000 books with more than 300 million copies. Haitian Publishing House, which was established in 1984, is another notable publishing establishment in Shenzhen. It publishes a large number of important classics and short stories by famous international writers and publishes more than 700 titles a year. In addition, mention should be made of the Publishing House of Shenzhen Press Group that is engaged in foreign literary publications.

Committed to the objectives of UNESCO's "Education for All", Shenzhen is implementing a policy aimed at promoting training, story telling, reading festivals and individual coaching, as well as technical and vocational studies. Overall, Shenzhen has focused on promoting reading skills and the broad dissemination of information and knowledge so as to narrow the existing gap between its citizens and the expatriate community. A major part of this initiative is to support and increase access to literature and reading materials via digital media. The transformation of the book industry, libraries, and publishing houses to adapt to the digital era has been fast-tracked by the local government. The construction of a Digital City is part of the development plan for the immediate future that could enforce the city's reputation as the "most Internet-connected city" in China.

6. Compliance with principles such as freedom of expression, publication and dissemination of information, as described in the UNESCO Constitution and Articles 19 and 27 of the Universal Declaration of Human Rights, and the Agreement on the Importation of Educational, Scientific and Cultural Materials

China has ratified and accepted 21 international human rights conventions,

including the UN International Convention on Economic, Social and Cultural Rights in 2001. The application of these conventions also is relevant for the City of Shenzhen.

China has constantly sought to improve people's living standards and to promote civil liberties. Freedom of speech is enshrined in the country's Constitution. According to Article 35 of the Constitution, "citizens of the People's Republic of China enjoy freedom of speech, of the press, of assembly, of association, of procession and of demonstration". China thus attaches great importance to freedom of speech and freedom of religion.

Shenzhen publishes and distributes more than 2.8 million copies of newspapers every day and on average there are two newspapers for every ten residents. Well-informed and professional media and stakeholders in all fields of activities form an essential platform for education, debate, knowledge-sharing and accountability. They help raise awareness and ensure two pillars of good governance – transparency and accountability.

In this context it is noteworthy that Shenzhen's annual volume of book imports and exports, as well as of book printing, ranks top in China. Shenzhen's policies and practices are fully in line with the international standards on freedom of expression, publication and the dissemination of information.

In the fields of Internet and information technology, Shenzhen is the most developed city in China and is observing the precepts of freedom of speech and expression.

In conclusion, it should not be forgotten that China is one of the great civilizations of the world and has over time made great contributions to promote human rights in the world. When the UN Universal Declaration of Human Rights was drafted, Dr. Zhang Pengchun (1892 to 1957), representing China, suggested translating "ren" from "ren zhe ai ren" ("the benevolent loves others"), a Confucian concept, into "conscience". This suggestion was approved and is reflected in Article 1 of the Universal Declaration:

"All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood." This is the guiding principle and commitment of the City of Shenzhen.

Annex 1: 2013 - 2014 Featured Programme Activities

Reading Activities for Children

| No. | Activities/Programmes | Objectives | Organizers | Time |
|-----|---|---|---|-------------------|
| 1 | Shenzhen Fairytale Festival | Fairytale reading, writing and performance | Shenzhen Children's Library Shenzhen Children's Palace | Aug. 2013 |
| 2 | Shenzhen-Hong Kong Book Review Contest for Middle School Students | A writing contest and a book reading seminar for middle school students from Shenzhen and Hong Kong | Hong Kong Federation of Education, Hong Kong Takungpao, Yiwen Bookstore | Nov. 2013 |
| 3 | World Classic Literature Short Film Contest | Promote classic literature among children through short films | Shenzhen Education Bureau, Shenzhen Media Group, Shenzhen Children's Library | Dec. 2013 |
| 4 | "Happy Reading" for Students | Afterschool reading programme | Educational Science Research Institute of Shenzhen, Southern Classification Reading Center Southern Reading Center | Jan. 2014 |
| 5 | "Four Seasons of My Childhood" | Story-telling activity about colorful childhood | Rainbow Flower Public Book Club | Feb. 2014 |
| 6 | "E-Bag" plan | Introducing electronic textbook to school education | Shenzhen Education Bureau, Educational Science Research Institute of Shenzhen | Year around, 2014 |
| 7 | "One Child, One Book" Reading Activity | Family reading activity | Shenzhen Love Children Reading Club | Sept. 2014 |
| 8 | "Science Book" Reading Club | Science book reading activities for the youth | Shenzhen Science Museum Shenzhen Children's Palace | Nov.2014 |
| 9 | Establishment of Children Reading Foundation | Companies' donations entrusted to Shenzhen Reading Federation | Shenzhen Children's Welfare Center, Shenzhen Reading Federation | Dec. 2014 |

Reading Activities for Ethnic Minorities

| No. | Activities/Programmes | Objectives | Organizers | Time |
|-----|--|--|--|-----------|
| 1 | Shadow Play for Classic Literature | Inviting famous Chinese folk artists to perform shadow plays featuring classic literature | Shenzhen Folk Art Association, Shenzhen Folk Custom Society | Sept.2013 |
| 2 | Literary Contest for Ethnic Minorities | Literary contest for ethnic minorities speaking different languages | Shenzhen Children's Library Shenzhen Commission of Population | Oct.2013 |
| 3 | Training programme for ethnic minority writers | Selecting 10 ethnic minority writers or university students having majored in Literature every year and sending them to international training programme | Shenzhen Writers Association, Shenzhen Culture Bureau | Jan.2014 |
| 4 | Book donation to ethnic minorities | Giving out free books to ethnic minority groups | Shenzhen Publication and Distribution Group | Mar.2014 |

Reading Activities for New Migrants

| No. | Activities/Programmes | Objectives | Organizers | Time |
|-----|---|---|---|-------------------|
| 1 | New Migrants' Reading Plan | 1.Speech contest and publication with the theme of "Reading changes destiny" 2.Collection and publication of "new immigrants' stories" 3.Online writing contest for new immigrants 4.Publication of literary works written by new immigrants | Shenzhen General Federation of Trade Unions, Shenzhen Writers Association, Ruby Cultural Group, Haitian Publication House | Jun, 2013 |
| 2 | Science reading for New Migrants | Reading activities to promote a reading and learning lifestyle | Anzi Management Agency Shenzhen Times Culture Service Center | Jun, 2013 |
| 3 | Literary Website activity for new immigrants | Promoting cultural exchange and communication through literary Web sites for new immigrants | Shenzhen Press Group, Shenzhen Bao'an Daily | Jan.2014 |
| 4 | Reading and Sharing – Chinese Literature Recitation and Performance for Expatriates | Inviting overseas students, teachers and expatriates to Shenzhen to hold a recitation and talent performance | Shenzhen Book City central store, International Exchange College of Shenzhen University | May, 2014 |
| 5 | The 8 th National Literary Forum for Migrant Workers | Organizing the forum and publishing a collection featuring outstanding works | Chinese Writer Association, Bao'an District's Federation of Literary and Art Circles, Shenzhen Writer Association | Nov. 2014 |
| 6 | Digital book donation for young workers | Promoting mobile reading among young migrant workers | Futian District's People's Government | Year around, 2014 |
| 7 | New immigrants' bookrooms | Building reading venues for new immigrants | Futian District's Generation Federation of Trade Unions | Year around, 2014 |
| 8 | Reading activity for migrant workers' children | Holding reading activities among migrant workers' children and local children | "4:30 p.m. school" in Mumianling Community | 2013 to 2014 |

Reading Activities for Disadvantage Groups

| No. | Activities/Programmes | Objectives | Organizers | Time |
|-----|---|--|--|-----------|
| 1 | Book donation | Book donation to disabled people | Shenzhen Yiwen Book Group, Haitian Publication House | Mar.2013 |
| 2 | Ocean Heaven project | Inviting experts to hold special reading activities for children suffering from special diseases such as cerebral palsy and autism | One Foundation, Shenzhen Civilization Office | Jun, 2013 |
| 3 | Interactive activities for people suffering from dyslexia | Charity reading activity for dyslexia patients | Futian District's Cultural and Sports Center | Nov.2014 |
| 4 | Sign Language Reading Forum | Reading exchange activity for the deaf and the mute | Shenzhen Reading Federation | Sept.2014 |

Mass Reading Activities

| No. | Activities/Programmes | Objectives | Organizers | Time |
|-----|--|---|---|------------|
| 1 | National Campus Literary (Shenzhen) Summit Forum | Organizing related forums and selecting outstanding campus literary works | Chinese Association of Contemporary Literature, Shenzhen Education Bureau, Shenzhen Federation of Literary and Art Circles for Middle School Students | Sept. 2013 |

| No. | Activities/ Programmes | Objectives | Organizers | Time |
|-----|--|---|---|--------------------|
| 2 | Community Reading Festival | Organizing a series of activities featuring lectures, writing contests, and speech contests | The city's communities | Nov. 2013 |
| 3 | World Classic Literature Lecture | Inviting university professors and scholars to hold free classic literature lectures in the Citizens' Lecture Hall on a regular basis | Shenzhen International Culture Association | May 2014 |
| 4 | Reading contest | A quiz organized on China Mobile's telecommunication platform | China Mobile Shenzhen branch | Sept. 2014 |
| 5 | "How Far a Book Can Go" – Reading relay on Weibo | An online book review held on microblog | Backyard Reading Club, Szsky.com | Jun. to Nov. 2014 |
| 6 | International cultural exchange | Promoting overseas literatures, films, dramas and dances with foreign consulates in Guangzhou | Consulates in Guangzhou, Shenzhen Foreign Affairs Office, Shenzhen Federation of Literary and Art Circles | Aug. 2014 |
| 7 | OCT contemporary art performances | Displaying art productions, outdoor performances and workshops created by young producers, and organizing contemporary art lectures | OCT Contemporary Art Center | Jul.2014 |
| 8 | Book City E-Station | Setting up E-stations, a free self-service reading terminal, at the book cities across the city | Shenzhen Publication and Distribution Group | Year around, 2014 |
| 9 | Science around You | Organizing science exhibition and science dramas to promote scientific knowledge | Shenzhen Science Museum | Jun. to Sept. 2014 |
| 10 | "Creative Shenzhen around Me"- Online picture exhibition | Encouraging netizens to send photos related to creative Shenzhen to szsky.com | Shenzhen Publication and Distribution Group | Oct. to Dec. 2014 |
| 11 | Shenzhen Creative Book Design Contest | Organizing a design competition for books to inspire people's interests in reading | Shenzhen Culture, Sport and Tourism Bureau, Shenzhen Federation for Literary and Art Circle, Shenzhen Press Group | Dec. 2014 |

Media Reading Promotion

| No. | Activities/ Programmes | Objectives | Organizers | Time |
|-----|---------------------------|---|--|-------------------|
| 1 | Top 10 Books | A selection activity for the best ten books in the year organized by media organizations and voted by all citizens | Organizing Committee of Shenzhen Reading Month, Shenzhen Press Group | Dec. 2013 |
| 2 | Sound reading on radios | Regular reading programmes organized by Shenzhen Television and Shenzhen Radio | Shenzhen Media Group | Year around, 2014 |
| 3 | Cultural Square | Publishing literary reviews and comments on Shenzhen Economic Daily | Shenzhen Economic Daily | 2013 and 2014 |
| 4 | Szsky.com | A professional Web site for book and reading covering information about the domestic and international book industry Web site: http://www.szsky.com/ | Organizing Committee of Shenzhen Reading Month | 2013 and 2014 |

International Collaborations

| No. | Activities/ Programmes | Objectives | Organizers | Time |
|-----|---|--|---|---------------------|
| 1 | China-India Academic Art Exchange Programme | Comparing different cultures in Asia from the point of view of academic concepts and contemporary art | China Academy of Art, Shenzhen OCT Art Center | Sept. 2013 |
| 2 | The 10 th East Asian Publishers Conference | Discussing publishing issues in East Asia | Haitian Publication House, Shenzhen Publisher Association | Nov. 2013 |
| 3 | International writers' tour in Shenzhen | Inviting well-known international writers to launch writing activities in Shenzhen and publishing their works | Shenzhen Red Ruby Foundation, Shenzhen Federation of Literary and Art Circles | Sept. to Nov., 2014 |
| 4 | International training for periodicals publication in the digital era | Seminar on periodicals publication in the digital era for the domestic and international Internet and media industries | China Periodicals Association, Shenzhen Publication Association | Dec. 2014 |

Annex 2:
Shenzhen Declaration
Adopted by
the International Conference on Challenges to the
Book Industry in a Globalizing World

Held on 1-2 March 2013 at the invitation of the Municipal Government of Shenzhen with 36 speakers from 10 countries and UNESCO

Recognizing that the City of Shenzhen is a most appropriate venue as it hosts a diverse culture and ethnic backgrounds, demonstrating the soft power of culture in general to drive present and future development; and that the City of Shenzhen has promoted through culture-oriented polices and strong emphasis on education at all levels a literate society through programmes such as the annual reading months, virtual libraries, modern bookstores, reading events and festivals, as well as support to special programmes for disadvantaged segments of population;

Noting also that the City of Shenzhen is home to a vibrant library infrastructure and hosts publishing industries and major private sector IT companies;

Aware that after 30 years of progressive development, the City of Shenzhen has become the “most digitized internet city” in China and ranks first in China for internet facilities, the use of the range of digital technologies, the number of mobile phone citizens and total time usage;

Affirming that books are fundamental vectors for upholding and promoting cultural diversity and that they are building blocks for the emerging knowledge societies and scientific research and collaboration;

Highlighting that books are a fundamental expression of culture, a source of knowledge and a tool to promote mutual understanding and intercultural dialogue as well as intergenerational sharing;

Underlining the tremendous opportunities inherent in new digital applications, including downloadable content from the internet, and the growth of the e-book industry for innovation, which will affect authors, readers, traditional publishing industries, libraries, traditional as well as on-line bookshops in the process improving efficiency, lowering costs and enhancing marketing opportunities;

Further recognizing that Governments have also supported and subsidized the development of digital opportunities, underpinning efforts to promote large-scale initiatives to foster social harmony and progress;

Furthermore emphasizing that technological innovation and convergence

of technologies will profoundly affect the future development of the book industry which will also impact visions and strategies for each city's development and their engagement with citizens;

Noting that the print supply industry has been transformed by new techniques, media and methods for reading;

Recognizing that due to the e-book revolution people have overcome thought barriers and are now better able to express their opinions in the digital realm, in the process enjoying more freedom to read and express ideas than at any other time;

Further recognizing that the use of the Internet allows people access to abundant information and the freedom to have their voices heard on issues such as public affairs and issues of personal concern, which has opened up and reinforced possibilities for free speech;

Note with satisfaction that Shenzhen has the highest Internet penetration rate in China and use of social media by its citizen is encouraged.

Inspired by the need for a global reflection on the impact of globalization on books, the book industry and book reading habits as a result of the increasing availability of e-books and other online learning, research and literary tools;

At the conclusion of the Conference, the participants adopted the **Shenzhen Declaration on the Role of Books in the 21st Century**, which contains various recommendations addressed, as appropriate, to the main groups of stakeholders, namely librarians, publishers and booksellers as well as readers, writers, Governments, universities and the private sector.

The **Shenzhen Declaration** reads as follows:

We, the participants in the Shenzhen International Conference on the Challenges to the Book Industries in a Globalizing World, held on 1 and 2 March 2013 at the invitation of the Municipality of Shenzhen:

Express our sincere appreciation to the Municipality of Shenzhen for its generous hospitality and the excellent arrangements made for the Conference;

Commend the leaders of the Municipality and all organizers of the International Conference for their vision and initiative to launch an international reflection on the consequences of the digital revolution and transition on the book and publishing industries, authors, the IT industry, press and the media as well as consumers and readers;

Recall the Vancouver Declaration adopted by the International Conference on the "Memory of the World in the Digital Age: Digitization and Preservation",

held in September 2012;

Invites the major stakeholders to consider adopting and implementing the following recommendations:

We express our conviction of the need for such international, regional and national reflections through regular conferences and other international gatherings and on-line discussions and call on governments, international organizations, cities, private sector corporations, media companies and civil society organizations to engage in a series of forums, conferences, round tables and other interactive deliberations in order to address the implications of the unstoppable rise of e-books, to work towards a new balance between e-books and paper books and thereby to create a global environment conducive to international cooperation helping to overcome the increasing knowledge divide and book divide between "haves" and "have-nots" within and among countries;

We recognize the growth in the role of new technologies and social networks, and of their role in the formation and distribution of information as an unprecedented phenomenon in human civilizations;

We acknowledge that the rise of the e-book will be unstoppable and that this will need the formulation of new business models for all actors and stakeholders and bring about the transformation of many industries;

We also recognize that there is an urgent need to resolve legal and economic issues regarding the access to and management of digital information and publications;

We call for the urgent development of new legal solutions and approaches as well as the harmonization of existing laws nationally and internationally;

We underline that in order to realize the full potential of the digital book future it is necessary to induce continuous technological innovation on behalf of consumers enabling them to read e-books on a wide variety of personal devices and applications;

We are convinced of the transformative power of the growing digitization of content globally and of the emergence of numerous new business models and platforms, requiring adaptations in existing legal frameworks governing book publishing and printed media;

We perceive the need for a modification in the application and enforcement of the principles of copyright and protection of intellectual property right in the globalizing world of internet;

We are conscious that digitization can also contribute to the preservation of documentary and written heritage by capturing, sharing and making widely accessible such content, preventing the negative impact of excessive handling of precious originals and promoting the migration of content from deteriorating formats to more stable media or carriers;

We suggest that the application of digital strategies for book publications and distribution be accompanied by step-by-step communications to address and recognize the needs of conventional industries;

We call on publishers and publishing houses to better tailor their products to match clients' needs and user conditions;

We encourage the Shenzhen Municipal Government to establish an International Institute on Publishing for exchanging information, providing trainings, enhancing translations and capacity building as well as providing fellowship programmes for all its collaborators;

We also encourage libraries to strengthen and adapt their roles as knowledge brokers in the new e-book and e-reading environment as well as with respect to the impact of the internet;

We foresee that academic libraries will in future be dominated by e-books and call for appropriate adjustments in various processes, such as in procurement procedures, legal rules for use of e-content in libraries, flexibility in usage conditions, and the provision of metadata for catalogues;

We urge city and municipal authorities to promote and expand reading activity programmes and facilities at community level for all age groups, thereby contributing to the enjoyment of cultural rights of citizens;

We encourage collaborative productions between e-book and hard copy book publishers, developing also specific and dedicated portals;

We propose that efforts be made to harmonize international licensing agreements for e-books in order to avoid unwarranted restrictions and disparities;

We endorse open access arrangements and channels coupled with new revenue-sharing models and we recognize that this will lead to the need for harmonization of copyright rules at the global level and for protection of ownership rights;

We encourage all stakeholders in the book Industry to develop training, particularly in e-publishing and related collaboration;

We also draw attention to the fact that the arrival of new media had changed profoundly the nature of the music industries and that this process may continue with the emergence of digital markets;

We call on Governments, municipal authorities, international organizations, foundations, the media, universities and the private sector as well as civil society to intensify their collaboration with and support of developing countries in developing their book and publishing industries and facilitating access to books and knowledge through e-books and other digital means, including digital libraries.



WHY



**...Shenzhen
is the best
candidate for 2015
World Book Capital?**