

Chinese publisher launches base in Africa

Beijing Review, a subsidiary of China International Publishing Group (CIPG), on Friday, 30 Mar 2012, unveiled its new publishing base, ChinAfrica Media and Publishing in Pretoria, South Africa.

The ceremony was attended by vice chairman of the NPC Standing Committee, Hua Jianmin; first minister South Africa, Collins Chabane; Chinese Ambassador to South Africa, Tian Xuejun, and President of CIPG Zhou Mingwei.

Zhou said that, in addition to featuring current events in Africa, the new company will be introducing African readers to Chinese culture, social commentaries, economic development and its various challenges through the monthly *ChinAfrica* magazine and other publications.

"At the same time, we could listen directly to the African people about their feelings on the development of relationships between China, South Africa and the rest of the African continent," Zhou said.

Available in print and online

ChinAfrica, published by Beijing Review and CIPG since 1988, is currently available in print in English and French in both China and Africa. Both editions as well as the Chinese edition are also available online. It covers a wide range of topics and targets audiences in governments, business and academia, as well as casual readers.

At the ceremony, Hua gave his congratulations to the establishment of the new company. He said, "The establishment of ChinAfrica Media and Publishing Ltd. will boost bilateral exchanges and cooperation in cultural and media fields, making friendship between our peoples deeper, and also making even greater contribution to the development of China-South Africa and China-Africa as a whole."

He added that promoting mutual development has been an important cornerstone of China's foreign policy and the basis of continued friendship between China and Africa.

Chabane said he was happy to be in attendance in this ceremony and the rapid growing relationship between China and Africa, especially the friendly cooperation in Cooperation Mechanism of BRICS, represents the importance of China-Africa relations. The establishment of ChinAfrica Media and Publishing Ltd. will serve as a new boost to the bilateral relationship, further contributing to the development between China, South Africa and the rest of Africa.

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