

MEDIA ADVISORY

23 October 2019

Cultural Medallion Winner You Jin to Speak About Publishing in China at the Singapore Book Council on 30 Oct 2019

Cultural Medallion winner and one of Singapore's most successful writers in China You Jin will be giving a talk to writers, translators and publishers on the 30 October 2019. Held at, and organised by the Singapore Book Council (SBC), the talk has attracted a diverse range of attendees who are keen to make a similar breakthrough as You Jin has in China.

The talk, which will be held from 7.30pm to 9.00pm at the Singapore Book Council (90 Goodman Road, Block E #03-32, Goodman Arts Centre S439053), will cover the following topics:

- i) Introduction of You Jin's works published in China from 1989 to 2019
- ii) Selection of content and usage of words
- iii) Things to be aware of when signing a contract: Royalties, Limited Years, Usage rights, etc.
- iv) The possibility of publishing the same work with different publishers.
- v) Things to be aware of when publishing an anthology.
- vi) Launching new books in China.

Participants will gain insight into navigating the Chinese publishing market at You Jin's talk, and learn to write with an audience from China in mind. The talk is organised as part of the Singapore Apprenticeship in Literary Translation (SALT), a capability development programme which aims to train literary translators for the publishing industry. The programme is jointly organised by Tender Leaves Translation and SBC.

Tickets for *Adapting for the International Chinese Market* can be purchased on [EventBrite](#).



For more information about You Jin's talk, please visit [SBC's website](#).

For media related enquiries, please contact:

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