

Cultural and Creative Products

The Editorial Office of *The People's Republic of China Yearbook* has launched a series of cultural and creative products, including notepads, thematic stamps, eco-friendly bags, and decorative paintings that blend Chinese characteristics with international aesthetics. In 2025, these products were featured at the 37th Beijing Book Fair and the 31st Beijing International Book Fair, showcasing the richness of cultural exchanges between China and other parts of the world while serving as a fresh window for global readers to understand China.

● China Yearbook-themed cultural & creative products exhibited at the 31st Beijing International Book Fair, 2025.





Themed Notepad ●

China Yearbook-Themed Cultural & Creative Products:

“*Jian Wang Zhi Lai*” Notepad Designed by the Editorial Office, this notepad features selected news images from *China Yearbook*. The notepad is printed on high-quality thickened paper and full-color edge painting, meticulously combining functionality and aesthetics.

Thematic Stamps The stamps include three distinctive designs: a stamp featuring the words “China Yearbook” in 15 languages; a panda-themed stamp; and a stamp reflecting the unique regional characteristics of Heilongjiang Province. The whole set balances utility and collectibility, showcasing the charm of Chinese culture while highlighting regional characteristics.

● The Multilingual “China Yearbook” Stamp Design



Heilongjiang Province
Regional Characteristic
Stamp Design



● The Panda-Themed Stamp Design

The Panda Badge Designed around the beloved national treasure, the badge captures the endearing and lively spirit of the giant panda. By integrating this iconic Chinese symbol with the cultural essence of the *China Yearbook*, it vividly conveys China's stories and connects China and other parts of the world.



The Panda Badges

The *Shayan* (Swallow) Kite Product Inspired by Beijing's traditional *shayan* kite craftsmanship, an intangible cultural heritage item, the product embodies the ingenuity of artisans and showcases the harmonious blend of intangible cultural heritage and the *China Yearbook's* content.



The *Shayan* (Swallow) Kite Product



“Jian Wang Zhi Lai”
Calligraphy Ornament

“Jian Wang Zhi Lai” Calligraphy Ornament This ornament is crafted based on the calligraphy of Mu Qing, former president of Xinhua News Agency and a distinguished journalist. The work is solemn and elegant, combining deep cultural significance with artistic value. It is suitable for display on a desk or as a gift to friends. It embodies the strength of classical calligraphy and can guide the viewer toward contemplation.

Dupont Eco-Friendly Paper Bag Made from durable Dupont paper, it offers comfort, strength, and water resistance. Measuring 40 cm in length, 10 cm in width, and 35 cm in height, it is spacious enough for daily use. It features an inner zippered pocket for small items. One side of the bag is printed with the Xinhua News Agency logo, the other with the iconic pencil-shaped Xinhua headquarters complex.



Dupont Eco-Friendly Paper Bags

Xiyi Gift Box A collaborative product by Xinhua News Agency and Delixi Group, this gift box is steeped in “China red” and blends traditional auspicious motifs with modern aesthetics, embodying the wish for “joy and good luck every time you open the door.” Housed in an elegant brocade box with a refined exterior texture, it contains bookmarks and stamps inspired by Eastern aesthetics, making it distinctly Chinese and both collectible and practical.



● Xiyi Gift Box

“Lens of Xinhua, Light of the Century” Postcard Drawing inspiration from the historical evolution of Xinhua News Agency, this design vividly depicts the agency’s distinguished journey—from its founding in Ruijin, east China’s Jiangxi Province in 1931 as the Red China News Agency, through the trials and growth over decades, to its present-day status as a nationally influential news organization. It can not only be used as a postcard to write good wishes and send to relatives and friends, but also be placed on the desktop as an ornament, which is pleasing to the eye while inspiring future generations to learn and inherit the spirit of Xinhua News Agency.



● “Lens of Xinhua, Light of the Century” Postcard