

# Our Services

## I. Yearbook Compilation and Publishing Services

We annually compile and publish *The People's Republic of China Yearbook* (Chinese version). Our services include developing editorial frameworks, data collection and organization, content solicitation and writing, and manuscript integration and harmonization. Additionally, we publish over 100 yearbook and chronicle titles annually, offering professional triple-review-and-triple-proofreading quality control, typesetting and design, manuscript finalization, and printing services.

Under the guidance of Xinhua News Agency's Brand Work Office, we collaborate with Kantar, a world leading data, insights and consulting company, to annually compile and publish the *World Brand Yearbook*. This publication provides an in-depth analysis of outstanding global brands' growth trajectories, market strategies, and brand assets. It presents new opportunities, trends, and characteristics in international brand communication across industries, making it an authoritative reference for global brand builders and market researchers. We look forward to partnering with more brands to facilitate global brand exchanges and mutual learning.



*World Brand Yearbook 2025*

## II. Customized Yearbook Services

We annually publish the *China Yearbook* (English version). Leveraging resources from Xinhua News Agency and China International Communications Group, Xinhua Publishing House and the Editorial Office have established a translation

team of senior experts, ensuring international-standard translation quality. Meanwhile, a rigorous review mechanism, featuring multiple rounds of expert verification, ensures that the publication complies with international communication standards, respects public opinion, and enhances international credibility and influence.

### III. China Yearbook Supplements

We are able to publish supplementary issues for both the Chinese and English versions of the *China Yearbook*. These supplements may focus on specific regions or industries, highlight key sectors or major projects, and be distributed alongside the main publication. In 2022, in collaboration with the National Rural Revitalization Administration, we published the *Poverty Alleviation* volume, which documented China's remarkable, historic poverty reduction achievements.



*The People's Republic of China Yearbook:  
Poverty Alleviation*

### IV. Customized Advertising Sections

Both Chinese and English versions of the *China Yearbook* offer dedicated advertising sections to highlight enterprises and institutions contributing to high-quality economic and social development across sectors. We also promote city profiles from around the country to showcase the beauty of Chinese cities and their high-quality development achievements.