

Press Release

TESSLOFF on Public Relations Tour through China with Chinese Publishing Partner Dolphin Media

Release of the first ten WAS IST WAS volumes in Chinese – large press conference in Jinan



Photo: Dr. Thomas Seng, PK in Jinan



Photo: Dr. Xia, Dr. Rainer Köthe, Jelena Stader, Mr. Su

Nuremberg / Beijing / Jinan, April 2009: Dr. Thomas Seng, executive partner of the Nuremberg TESSLOFF Verlag, was able to present the first ten Chinese WAS IST WAS volumes in the provincial capital of Jinan. It took five years of careful negotiating with Dolphin Media, China's largest publisher of books for children and young adults, to get the licence arrangement all signed and sealed. In April 2009, TESSLOFF's chief executive travelled to Jinan and Beijing for a public relations tour along with renowned WAS IST WAS author and technology writer Dr. Rainer Köthe and TESSLOFF spokeswoman Jelena Stader in time for the release of the first Chinese WAS IST WAS books.

On 20 April 2009, the time had come: During a large release press conference in Jinan, TESSLOFF and its Chinese publishing partner Dolphin Media presented the first ten Chinese WAS IST WAS volumes from the fields of nature and animals to some 200 Chinese booksellers and journalists. Dolphin Media will publish altogether 120 volumes of the popular WAS IST WAS series with a total edition of more than 1,5 million. The Chinese publisher brings out more than 800 volumes a year and

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has distributors in Beijing, Shanghai, Wuhan, Guangzhou and Jinan. “WAS IST WAS is able spark initial interest with the children and young people and inspires them to think beyond. This is vital not only for the individual advancement of the children but also for the progressing of a country”, says Mr. Xia, publishing director of Dolphin Media. The Chinese WAS IST WAS books will be published with the German logo. This clearly shows how much the Chinese partners appreciate the Western culture and Germany’s achievements in the field of education. “By using the German logo, our partner wish to emphasise the products’ value” says Dr. Thomas Seng.

WAS IST WAS author Dr. Rainer Köthe and Dr. Thomas Seng gave numerous interviews following the celebratory release press conference in Jinan in Chinese TV studios and editorial departments in both Jinan and Beijing. Dr. Rainer Köthe explained, amongst other things, the knowledge series’ content-related recipe for success to the science station *Shandong Education Channel* as well as the Chinese Web portal *SINA* in Beijing: “The point is to strike the right note with children. Making complex issue comprehensible – that’s the WAS IST WAS authors’ challenge. We arouse the curiosity of the young reader not just by using descriptive language but also by using colourful, detailed illustrations and topical photographic material.”

Photo: SINA-Reporterin in discussion with Dr. Seng and Dr. Xia



Photo: Author Dr. Köthe during the SINA interview



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