



京版梅尔杜蒙(北京)文化传媒有限公司  
BPG MAIRDUMONT MEDIA LTD.

## **PRESS RELEASE**

### **Mairdumont media group establishes joint venture in China:**

#### **BPG MAIRDUMONT MEDIA LTD. opens new market for travel information**

**Beijing, February 27, 2014. Mairdumont is entering the Chinese market for travel information. The media group, located in Ostfildern near Stuttgart, has established the joint venture BPG MAIRDUMONT MEDIA LTD with the Beijing Publishing Group, as of 25 February 2014. The objective is to make suitable travel information available to the growing number of Chinese travellers worldwide in the form of printed travel guides and digital products.**

The joint venture was officially established in Beijing on Tuesday, 25 February 2014, in a formal ceremony. Along with 100 prominent guests, Dr. Stephanie Mair-Huydts, Management Spokesperson for Mairdumont; Dr. Thomas Brinkmann, Managing Director of Mairdumont and Board Member BPG MAIRDUMONT MEDIA LTD; Mr. Jörg Plathner, Head of Mairdumont Digital and supervisor of BPG MAIRDUMONT MEDIA LTD.; Ms. Zhixian Zhong, president of Beijing Publishing Group; Mr. Bin Qiao, CEO of Beijing Publishing Group and Chairman of BPG MAIRDUMONT MEDIA LTD; Ms. Beate Grzeski, Head of the Business Department of the German Embassy in Beijing and the official representatives of the Chinese government, Ms. Hua Wang, Mr. Miao Zhang and Mr. Maofei Zhou, were present.

Dr. Stephanie Mair-Huydts said on the establishment of the joint venture: "In 2012 China was the champion of the travel world for the very first time. This means that Chinese travellers spent more money on travel than any other nation. We are pleased to be the first international publisher in China to bring travel information by Chinese writers for Chinese travellers into the Chinese market. Unlike other western publishers, we will not just translate our existing travel guides into Chinese. We will also adapt our range to the requirements and wishes of Chinese travellers and make it available in all suitable media formats. We are very happy to have found such a competent partner in China in the Beijing Publishing Group and are already enjoying our cooperation very much!"

BPG MAIRDUMONT MEDIA LTD. is located in Beijing. Mr. Sean Shi was named Managing Director and Dr. Helen Gan was named Editor-in-Chief. It is planned that the number of staff will be increased by 30 to 40 and that the first products will be launched later on this year. The joint venture will call on extensive experience and resources at Mairdumont and BPG. The project will be headed at Mairdumont by Dr. Thomas Brinkmann, Managing Director of Mairdumont and Board Member of BPG MAIRDUMONT MEDIA LTD., as well as Jörg Plathner, Head of Mairdumont Digital and supervisor of BPG MAIRDUMONT MEDIA LTD.

**Further information on Beijing Publishing Group Ltd (BPG):**

BPG was founded in 1956 as Beijing Publishing House. BPG is one of the top ten Chinese publishers according to ranking in the Chinese book market. BPG publishes more than 6,700 books and digital products annually - mainly in the fields of social sciences, literature, philosophy, children, education and art. BPG is run as a public enterprise with headquarters in Beijing. The turnover in 2012 was 2.75 billion RMB (330 million Euros); the annual earnings for 2012 were 620 million. RMB (75 million Euros). BPG has around 700 employees.

**Further information on Mairdumont:**

Mairdumont is the market leader for tourist information in Germany and Europe. Its range of products covers the entire media spectrum of print, online and mobile. The publishing programme includes the brands Marco Polo, Baedeker, DuMont, Lonely Planet (German edition), Kompass, Falk, ADAC Cartography as well as many mobile applications, E-books and many travel, outdoor and mobility portals. Mairdumont was founded in 1948 and is a family-owned business with around 400 employees. Nine publishing houses in Europe belong to Mairdumont. In 2013 the entire group generated a turnover of around 100 million Euros. The headquarters are in Ostfildern, near Stuttgart.

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