

CHINA RESOURCE JOURNAL

Analysis of Current Trends in China



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BAO JIA YIN: A GREAT NEW RESOURCE

For those of you who have been to China, you know several things always come true during your trip. First, you always know that a great trip, full of adventure, awaits you. You also know that with each encounter in the Chinese culture, a huge learning experience awaits you as well. With each opportunity to go to China, you know that you will learn something new about China and its people. Finally, if you're like most Westerners going to China, you're also disappointed at the lack of Christian printed material that is able to be bought in-country. Because you want to share about Christ during your time in China, it's always nice to have something to leave with people that you meet while on-the-ground in China. Some people have resorted to 'smuggling' in material, but more and more organizations are seeing the problems with illegally bringing into China the printed material that they would like to have while in China.



Gary Hopwood with Bao Jia Yin

In this issue of the China Resource Journal, we are very pleased to introduce to you a new company based in Beijing that will be a huge blessing for us all. This new company, Bao Jia Yin, is a local Chinese company that is being assisted by Gary Hopwood. Gary, a former international senior manager with UPS, came to China after many years of success in the business world. Gary initially did Chinese language study in Tianjin and then moved to Beijing to work as a business consultant. His first client was a large, faith-based distributor who wanted to study opportunities to expand their wholesale operations into China. While the distributor eventually decided not to begin operations at this time, Gary's team learned quite a bit about the market. In particular, they found that there are over 600 really strong faith-based titles were already legally

available in China but that few people knew about them and even more had difficulty in finding a convenient method of purchasing them.

In regard to printing books in modern-day China, there are two things you need to know. First, all of the over 500 legal printing and publication companies are State-run. Each of these print companies must receive an ISBN number from the provincial Press and Publication Bureau. This Bureau only issues a limited number of ISBN numbers per year. In addition, each Christian title must receive local Religious Affairs Bureau approval. So, when the printing company is looking over its production schedule for any calendar year, they must choose carefully which books will receive one of their ISBN numbers. Despite this situation, we've seen over the last 20 years many different printing presses have printed excellent Christian books, mostly for those in their local area to purchase. In researching this situation, Gary saw a fundamental problem and an opportunity to make a difference. The problem was that no one in Beijing, for example, knew that a Kunming printing press had printed a quality



Darwin on Trial is just one of 450 titles available

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book, so there was no way for people throughout China to know what was available. So the opportunity that Gary saw came in the form of a question: What if we could gather all the Christian books that are legally available in China in one warehouse? Furthermore, what if then we could set up an online and phone order store to make these titles available to any person in China and ship them to any address in China?

Figuring out the answers to those questions resulted in Bao Jia Yin, located in Beijing. Bao Jia Yin now has over 450 titles in Chinese that come from over 30 different publishers. The 10 staff members really make the organization work like a well-oiled machine. Once an order is placed, it can be shipped to any address in China. Each order, wrapped in a clear plastic wrap to make sure authorities in China have no questions about the contents, are shipped for only 5 quai*, regardless of the quantity of books ordered. Bao Jia Yin has two websites, one in Chinese (BaoJiaYin.com) and one in English (goodnewsinchina.com). The English website has a very good interface and is easy to use. The books are divided into 18 categories, such as Biography, Business Training, Dating and Marriage, Evangelism/Apologetics, Leadership Development, New Believer, Theology, and Parenting.

Among the 450 plus titles, there are quite a few good titles and books we didn't even know were available in Chinese: Everything from What Wives wish their Husbands knew about marriage by Dr. James Dobson to The Cost of Discipleship by Dietrich Bonhoeffer to Running with the Giants by John Maxwell.



Confessions of Saint Augustine is available from Bao Jia Yin

We are quite excited to think of the possibilities in using Bao Jia Yin as a resource. Imagine this scenario: You're leading a team of people to China from your home city. You'd like to have The Confessions of Saint Augustine, translated into

Chinese, available to give as gifts for those who you will be spending time with during your trip. A week** before your trip, you go to the Bao Jia Yin English website and order 15 copies. Baojiayin sends you an email confirming the order, the cost and instructions on how to use your credit card. On receiving payment, the books are shipped directly to the address of your choice. Not only are you saving the weight in your luggage by ordering it from Bao Jia Yin, you are also getting great prices. After the flight to China, the front desk of your hotel informs you that a package arrived. The books are there waiting for you, delivered right to your China Hotel. What a great idea and yet another example of the new things that are possible in China today.

* Cost for standard delivery (usually China Post). Express delivery service is available at higher cost.

** For delivery to more remote areas, allow more than one week.

Christian Bookstores **in China**

With all the changes happening in China today, we are pleased to be hearing of an increasing number of independent Christian bookstores throughout China today. Over the last 50 years, Christian publications were only allowed to be sold through the state-registered Church bookstores, mostly on the Church property. But over the last 5 years, we've seen a number of independent Christian bookstores popping up throughout the country. According to one online study, there are now over 200 independent bookstores in China. Most of these bookstores are found in large and medium-sized cities and have an increasingly large stock of books, music, and evangelistic material. Many times they also carry non-Christian material, which gives them more latitude with local government officials.

We continue to pray for these store owners, for their witness in China and for continual growth in Christian publishing in China.

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Reflecting the credibility and relevance of Christ, we exist to impact China through life-changing Chinese partnerships and to foster constructive Western engagement in China.

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