

the contemporary public during a time of unique challenges in the industry; discussing how to turn weaknesses into opportunities, and create brand new paths for publishing industry innovation.

Taipei Publishing Industry Trade Association Director General Cheng-ming Chao was invited to make opening remarks at the forum and also served as the forum's host. NCL Deputy Director General Chih-tsung Weng was also in attendance to participate in the forum. During the first forum session, Sharp Point Press CEO Chun-ping Chen, Crown Culture Corporation Executive Editor Ting-ting Hsu, Cite Publishing Limited General Manager Shu-Chen Huang, Linking Books General Manager Chi-yu Chen, and Reading Times Publishing Executive Editor Spring Liang each shared their own experiences about how to utilize the unique advantages of individual publishing companies to seize upon new publishing opportunities, establishing unique directions and possibilities within a sluggish publishing market. Today, the old logic and focus on best-sellers has already transformed, with the experiences of publishing companies highlighting the importance of targeted marketing. Therefore, the new industry focus is how to practice precision targeting and work to cultivate lesser known book genres.

During the second half of the forum, host Director General Cheng-ming Chao and United Distribution Co. General Manager Chien-chung Lin, as well as CEO Chun-ping Chen, General Manager Shu-Chen Huang, and Executive Editor Spring Liang engaged in a discussion about how to respond to today's new reading trends, in a session entitled: "Exploring the New Face and Latest Trends in Taiwan Publishing." They also discussed the massive and ongoing changes in readers' purchasing behavior in recent years, and how in such rapidly changing tides, any loss of focus on the latest trends will leave publishers left behind. During the course of the forum, panelists suggested that publishers must maintain unique perspectives, retaining their ability to consider ideas beyond the confines of traditional books, so that the mainstream and non-mainstream can collide to create new sparks and flames. As a distributor rather than a publisher, General Manager Chien-chung Lin offered a different perspective

on the industry. He expressed that the publishing industry is indeed facing decline, but it is difficult to anticipate what books will become best-sellers, so publishers must also focus on the marketing of long-term sellers in order to keep the heart of the industry beating into the future.



View from a corner of the forum

The topics discussed in the forum were closely connected to the common struggles facing publishers today, surely resonating strongly with all in attendance. This event was the Taipei Publishing Industry Summer Forum and host Director General Cheng-ming Chao expressed that there are further plans to host fall and winter forums as well. He hopes that all members of the public interested in these topics will come out to attend the discussions.



Group photo with honored guests

■ The 2024 Trend Literature Children's Theater Presents "My Secret Summer Mission"

After the success of their 2023 collaboration on the play "The Magical Health Room," National

Central Library and Trend Education Foundation once again brought together the “Trend Literature Children’s Theater,” inviting renowned young author Fu-min Yang from Tainan’s Danei District, to compose the short story for this brand new play, “My Secret Summer Mission.” Ming-yao Lu, an active participant in production, writing, directing, and acting in the world of Taiwan’s theater production, was invited to direct and create the script for the play. Together, they presented an innovative children’s literature play for adults and children to enjoy together, in the hopes of both deepening the roots of cross-disciplinary literature education and providing new fuel for its further promotion.

Trend Literature Children’s Theater bases its stories on Taiwanese literature, incorporating animation, puppetry, and live musical performance to create a diverse theater experience for a highly original approach to children’s theater. Through their entertaining audience interactions, music and choreography, all of the children and adults in the audience are exposed to a wealth of knowledge and logical thinking education, while experiencing the warmth of emotionally rich stories and characters. They lead their audiences on a journey discovering the captivating qualities of Taiwanese literature, further providing inspiration to dive into the works of literature upon which these stories are based.



A shot of the actors’ lively performance

The inspiration for “My Secret Summer Mission” comes from contemporary Taiwanese novelist Fu-min Yang’s story “Something Happened in June.” The story’s main character A-Min and his Grandmother engage in amusing cross-generational

dialogue, with the actors inviting the audience to interact with them as they run around every corner of A-Min’s village. As the audience joins A-Min to complete his “Summer Mission,” they experience fascinating and whimsical folklore stories, witness varied facets of village life, and collect precious memories of tender dialogue between a child and his grandmother.



A group photo of the performers and audience at “2024 Trend Literature Children’s Theater’s” performance of “My Secret Summer Mission”

■ 2024 Foreign Scholar Moon Festival Activity

The National Central Library and the Ministry of Foreign Affairs (MOFA) held a Foreign Scholar Moon Festival Activity on September 23 at the Kuo Yuan Ye Shilin Pastry Museum. The attendees a total of fifty scholars from eighteen countries across the globe under the Taiwanese Fellowship and Chinese Cultural Studies Grants.



Director Wang took photos with the scholars before departure

Through the professional tours held at the Kuo Yuan Ye Shilin Pastry Museum, scholars were introduced to the crucial role of how ‘moon cakes’