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*STM Publishing in the Asia Pacific Region*

谈亚太区的科技、医学出版业



## INTRODUCTION

From the economic point of view, I'm sure most people would agree that the 21<sup>st</sup> century belongs to the Asia-Pacific region. Its future has never looked brighter, especially in areas such as scientific publishing or R&D industries.

Today, the focus of my topic is the scientific publishing, which covers scientific, technical as well as medical publishing.

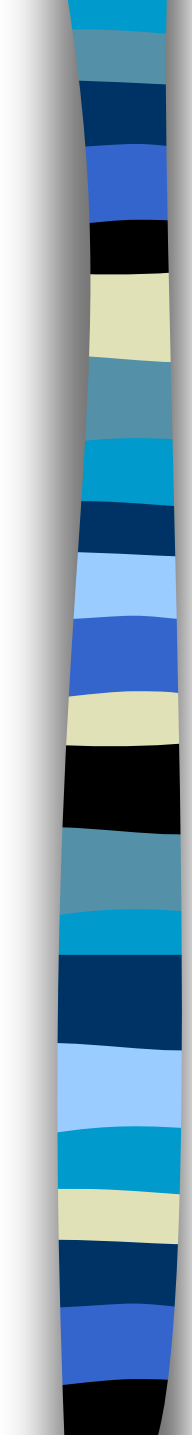
Currently, at the international level, scientific publishing is dominated by Western Europe and North America. There are 2 reasons for this:

One, Scientific publishing or research is predominantly published in English. Hence putting the non-English speaking countries at a great disadvantage.

Two, Europe and North America have enjoyed great advancement of science and technology for over a century. So the Asia-Pacific region has a lot of catching up to do.



***STM PUBLISHING IN ASIA-PACIFIC REGION***



## 1. Scientific Journals and Books

For the newly industrialized Asian economies, besides publishing scientific journals in their respective languages, after the end of World War II, very few Asian countries like China, Japan and India have also begun to publish their journals in English.

For the last 10 to 15 years, the number of Chinese scientific journals published in English has been on the rise.

We notice that there seem to be a change of policy in China, and more colleges and universities are beginning to use English textbooks for graduates or undergraduate courses.

Similarly in Japan, apart from the most noticeable and successful journals like *Progress in Theoretical Physics, Japan Journal of Applied Physics, Japan Journal in Medicine and others*, they have also published some journals, books or textbooks in English. But the number is still relatively small.



## 2. Popular Science Journals

In Asia-Pacific region, there are popular science journals in different languages, but there are almost no such English publications in this region, except perhaps in India.

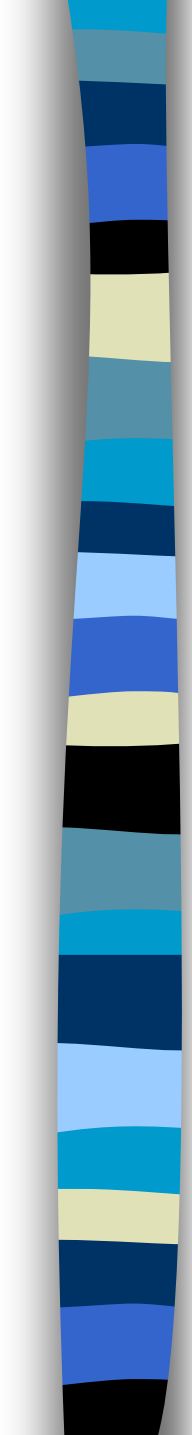
What we would like to single out is Japan's *Newton: Graphic Science Magazine*. It's probably one of the best in the world in terms of content and production. In fact, the Japanese magazine has been so successful, it has also been translated into Chinese in Taiwan and into Korean.

*Newton* is no doubt a superior popular science magazine.

In India, there are *Current Science* and *Resonance*. Both are published in English by the Indian Academy of Sciences.



***SUGGESTIONS ON FUTURE DEVELOPMENTS FOR STM  
PUBLISHING***



## 1. To Establish a Journal or Magazine in Asia-Pacific similar to *Science*(USA) or *Nature*(UK)

Currently, there is no such similar journals or magazines in Asia-Pacific. Most of the important work in Life Sciences and other areas are published either in *Science* or *Nature*, and they have become the most important international journals in Science, particularly in Life Sciences.

However, these international journals or magazines are either based in USA or UK. Asia-Pacific countries do not have similar quality English magazines which report on their research and news in Science or Technology, this is in fact putting the region at disadvantage and also copyright does not belong to research institutes, individuals or countries in these regions.

The Asia-Pacific region must launch a science journal which is similar to *Science* or *Nature* as soon as possible. And of course it must be published in English. No doubt this will not be an easy task. It will be a lot of hard work, and we will face a lot of difficulties at the initial stage. If we are not doing this, the future of scientific research and R&D in technology will be badly affected.

Having said that, with the economic rise of the Asia-Pacific countries, it's time we introduced our own science journal, and showcased the most important work in sciences or other areas of this region.



## 2. More Publication of Scientific Books and Journals in English

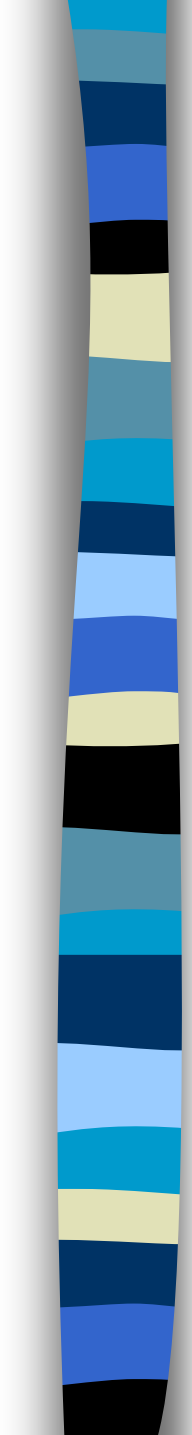
The following are some areas which are worth considering for publication in English:

1. Some areas that we can focus on are History of Science and Civilization of Asia-Pacific countries. One good example is the *Science and Civilization in China* (over 20 volumes), edited by Joseph Needham and published by CUP. We should publish for example, *Science and Civilization in India*, *Science and Civilization in Japan*, *Science and Civilization in Korea* and even *Science and Civilization in Egypt*.
2. Environmental Science
3. Earth sciences, archeology, energy and even traditional medicines etc.
4. Management books, for eg. experiences from SONY, Samsung and Singapore Airlines and many other successful companies in Asia-Pacific.
5. Frontier technology, for eg. Nanotechnology or semiconductor and other areas which Asia-Pacific companies are leading position in R&D.



### 3. Greater Collaborations in STM Publishing

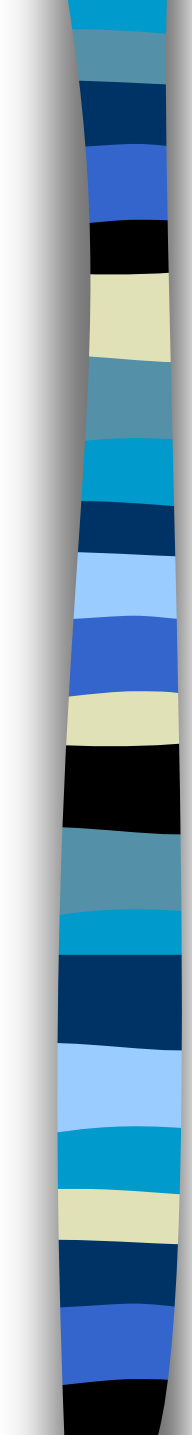
Asia-Pacific countries should move towards greater collaborations in STM publishing. I believe the timing is right for India, China and Japan, Korea and others for example, to explore more collaboration opportunities in publishing as well as dealing with scientific research activities and education.



#### 4. Establishment of Asia-Pacific STM Association

Despite the fact that there is an International Association of Scientific, Technical and Medical Publishers, it is dominated by Europeans, or particularly the Americans. Asia-Pacific countries' participation or involvement in the International organization are very minimum.

Due to the economic development and advancement of scientific publications in the Asia-Pacific region, the timing is right for the International organization to promote the collaboration between all these countries in area of scientific publishing, and look into ways to link-up the industrial players and scientific research institutions in the Asia-Pacific region.



## 5. New Technology in Publishing

In the 21<sup>st</sup> century, scientific publishing has moved to a new phase for example E-Journals, E-Books and Interactive Technology and IT Technology. For this technology research, Asia can play a key role. There are so many world experts in software engineering and IT technology from countries like Japan, Korea, India, China but there is a brain drain of these experts to US and Europe. Universities and research institutes can establish some R&D centres to look into new technology.



## CONCLUSION

It is obvious that we need to break free from the scientific publishing world which is now dominated by the major western publishers. While there is no conflict in promoting collaboration between the east and the west, countries in Asia-Pacific region should also take the initiative to develop their own brand of international journals and books, so that they could proudly declare their own.