

# New Chinese Literary Agency Attracts Top Talent



Literary agencies are a relatively unknown quantity in China and almost all started as overseas operations ... The latest newcomer — Peony Literary Agency — hails from Hong Kong.

Launched in November by Marysia Juszcakiewicz to replace the agency formerly known as Creative Work, Peony has offices in both Hong Kong and Beijing and has in just a few short months attracted numerous high profile clients, from literary lights such as Su Tong ... to race car driving youth icon Han Han and romantic pop rebel Annie Baobei.

“What makes Peony different from the others,” says Juszcakiewicz, “is that we not only sell books into China ... we offer author representation for Chinese authors to the West, and are offering Chinese writers representation in China, which is rare.” As one example, she cites client Yan Geling, for whom the agency is managing business affairs within China and presenting her new novel to Chinese publishers. “We have five of the major Chinese publishers offering for the novel and promising print runs into six figures,” she adds.

Juszcakiewicz’s strategy to build the agency has been to “look at writers one by one” in an effort to try and discover which writers might be best suited to UK, American and European audiences. Some writers, no matter how popular in China, need an intermediary to help a Western editor understand their appeal ...

Juszcakiewicz also works with a pair of Beijing-based partners, including Terry Tao (陶鵬旭), who functions as co-agent, and Tina Chou (周亭安), who is an associate agent of Peony and sells rights into Asia. Chou

recently completed a ten-book deal to translate a series of ten lifestyle books published by Taiwan's Warmth Press from complex Chinese to simplified Chinese for publication in the mainland by China Population Press. "Right now all the Taiwan-to-China deals tend to be in non-fiction," says Juszczakiewicz

As for seeking out new writing clients in mainland China, Juszczakiewicz says ... "A lot of people are looking at Chinese literature at the moment and are interested in it, but you have to be patient... With Chinese literature and publishing, there's just no set way of doing it. But it is fascinating. I wouldn't do what I do if it wasn't."

Edward Nowotka

12 January 2010

[PublishingPerspectives.com](http://PublishingPerspectives.com)