



# Asian Publishers Fellowship Program Seoul 2023

**Nguyễn Hoàng Diệu Thủy**

Editor

Nhã Nam Publishing House, Hanoi, Vietnam



# About me

- Editor of Nha Nam Publishing Jsc., Head of Vietnamese Book Authored Department, in charge of domestic contemporary literature and non-fiction books.
- Visiting lecturer on editing and publishing at universities
- Speaker of workshops and talk shows.
- Media contributor
- Author

**Participant of Asian Publishers Fellowship Program  
2022**



**NHÃ NAM  
PUBLISHING**

# About Us

Officially established in 2005, Nhã Nam is one of the leading private publishing companies in Vietnam. We are publishing books of all genres, but most well-known for literature and children's book. Besides publishing, we are running a bookstore chain and a printing factory.



[www.nhanam.vn](http://www.nhanam.vn)

**17 Years**

of publishing books

**2500 + titles**

were published, 300 new titles per year

**16 + bookstores**

in Hanoi, HCM city, Hai Phong, including 3 books and coffee shops

**80+ events**

each year, including book launch, workshops, book talks, exhibitions, book festivals



We have 200+ employees and 45 of them are editors,





New bookstore opened in 8/2023, 600m2,  
Lotte commercial complex

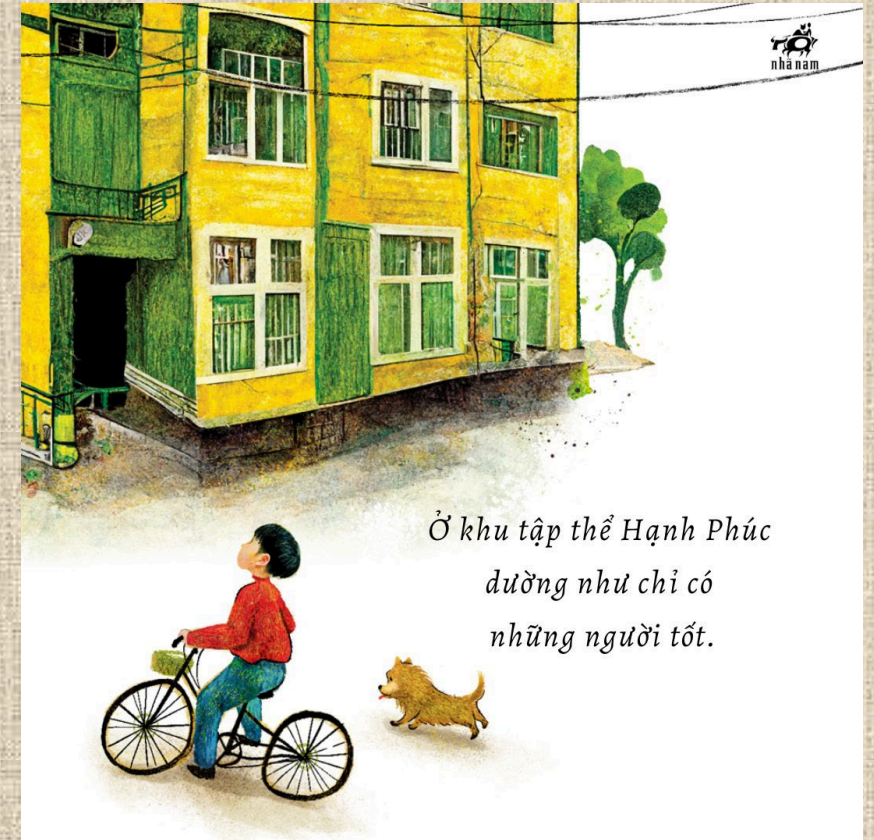




## Current publishing trends in Viet Nam

**1. Thriving children's books:** Families and the society have been paying a lot attention to develop the reading habit among children.

During 2005-2010, Nha Nam published about 100 titles for children. This number jumped to 900 for the period 2010-2020.



*Ở khu tập thể Hạnh Phúc  
đường như chỉ có  
những người tốt.*



**2. Bookselling livestream:** starting in Vietnam in 2020, increasing gradually in 2021 and 2022 and booming in 2023. Book sale via this platform is skyrocketing.

**3. Summary/streamlined books:** developing over the past year. Currently, there are 10 enterprises producing these books with 973 titles in total of which 880 are e-books. It is a potential trend.

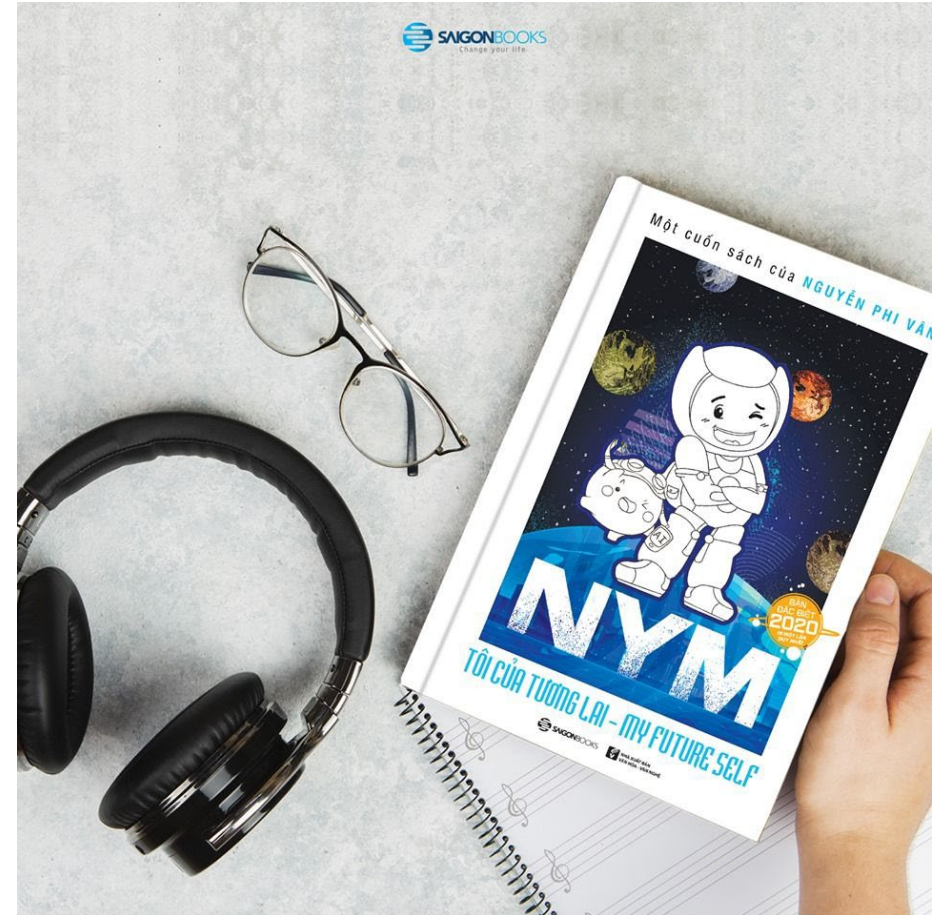
**4. AI:** Every person talks about AI





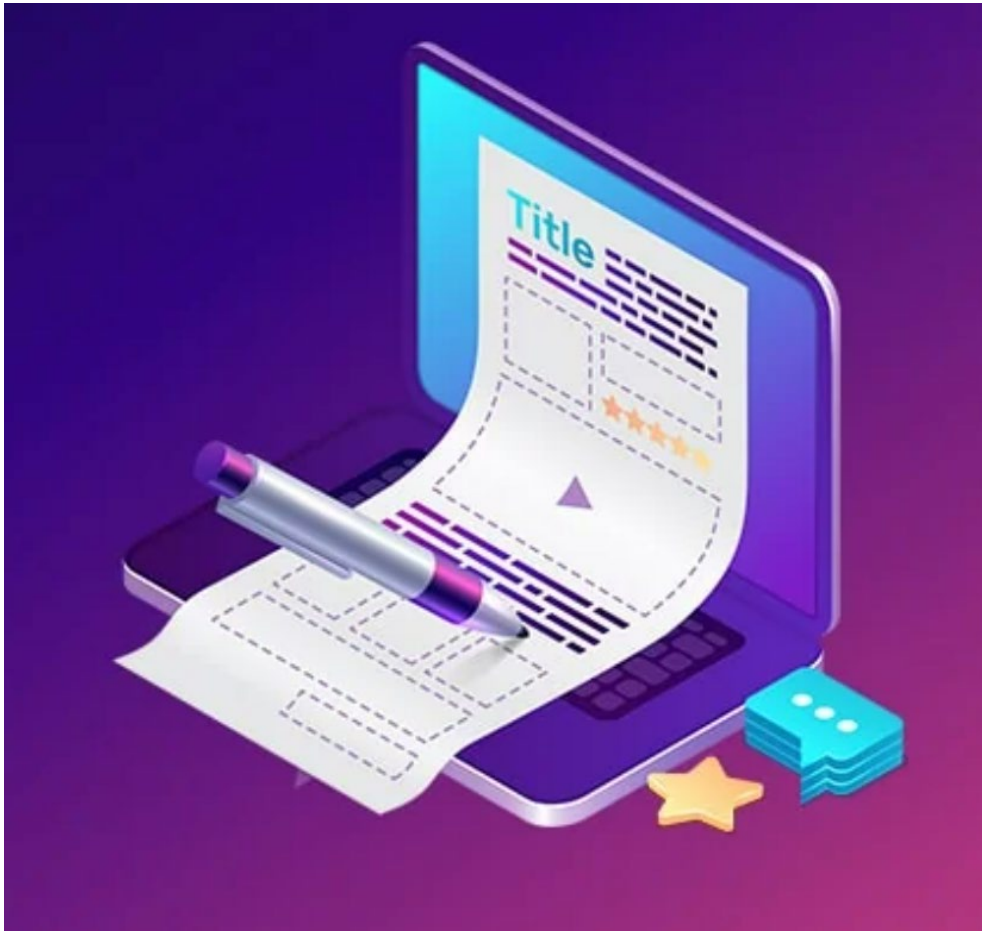
# Successful AI applications

AI application has been found in many media and advertising contents. However, there have not been much experiments with books. NYM, reportedly the first AI's product, left little impression.





# Personal Experience with AI tools



- 1. AI writing tools**, for books and for essays.
- 2. AI editing tool:** Platform Editor  
Reviews on their pros and cons

# AI in Nhã Nam Publishing

- Not much; experimenting in several jobs, e.g., collecting readers' information or evaluating readers' interest.
- Not yet using AI in content production.
- Learning AI application in other publishing stages.





# Assessment of AI impact

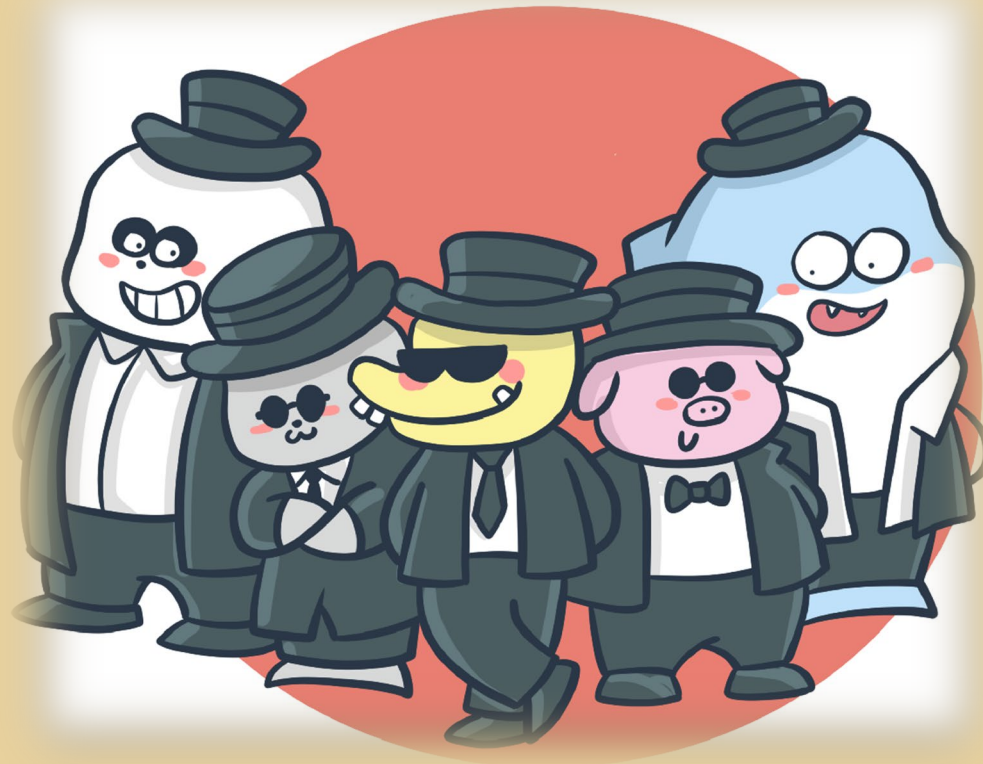


- An irreversible trend, regardless of concerns over copyrights and ethics.
- Books published faster and in greater quantity; new publishers with technology advantages competing with well-established ones; fiercer competition as more books available while reader number not increasing accordingly; publication quality in question due to overwhelmed publications and lack of control.
- Ferocious discussions about copyrights and ethics, over the position of writing machine.
- “Organic” publications produced by human being versus publications by writing machines.

To fellow Asian publishers

Great moments!

So grateful to join you **all!!!!**



Expecting  
to **learn** a lot from you.



# Book recommendations

## 1. **Chuyện ngõ nghèo (Poor alley stories)**

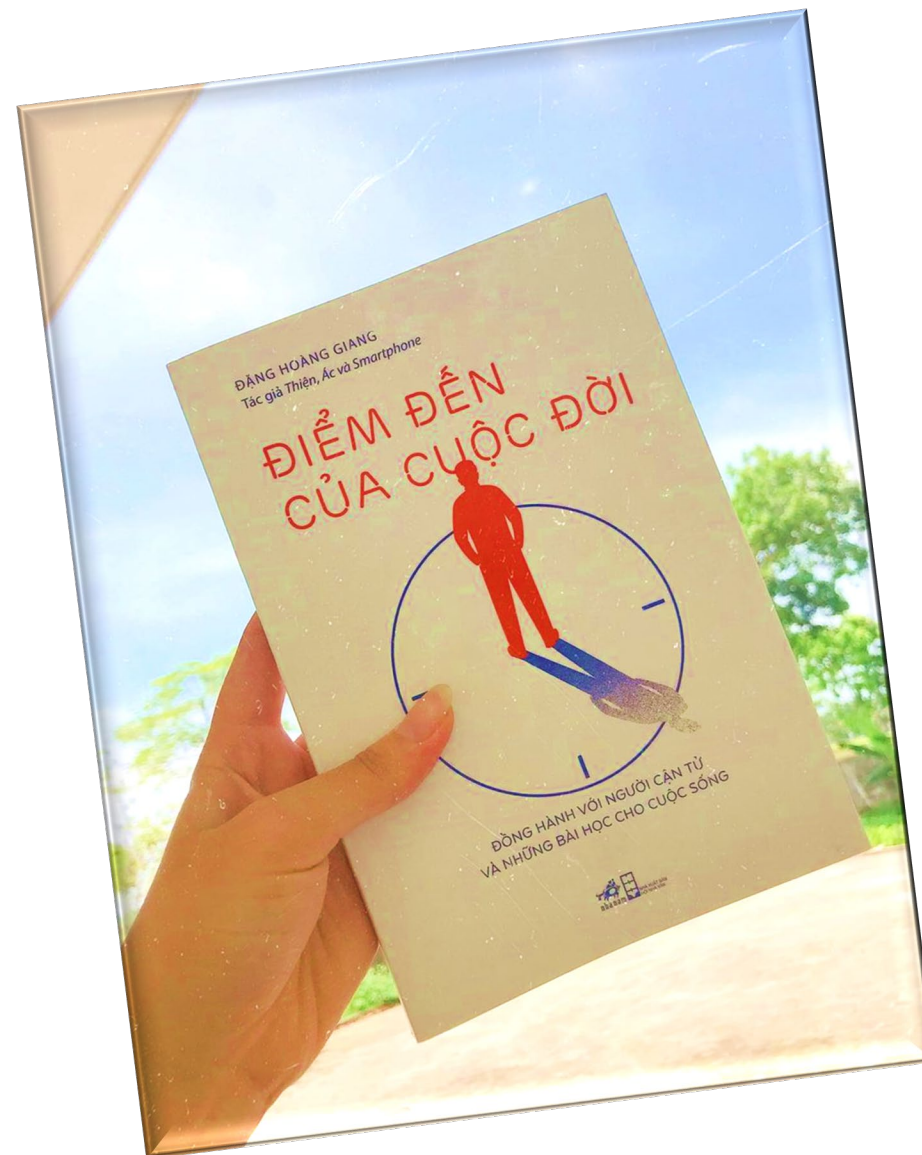
by Nguyễn Xuân Khánh (written in 1981-1982, Published by Nhã Nam in 2016)

About state officials struggling to make ends meet during the planned economy by breeding pigs. The novel raises big questions: is a person a Pig? Is "Pig-crazy" disease curable? And how to preserve morality?



## 2. **Điểm đến của cuộc đời** (Destination of life) (2018) by Đặng Hoàng Giang

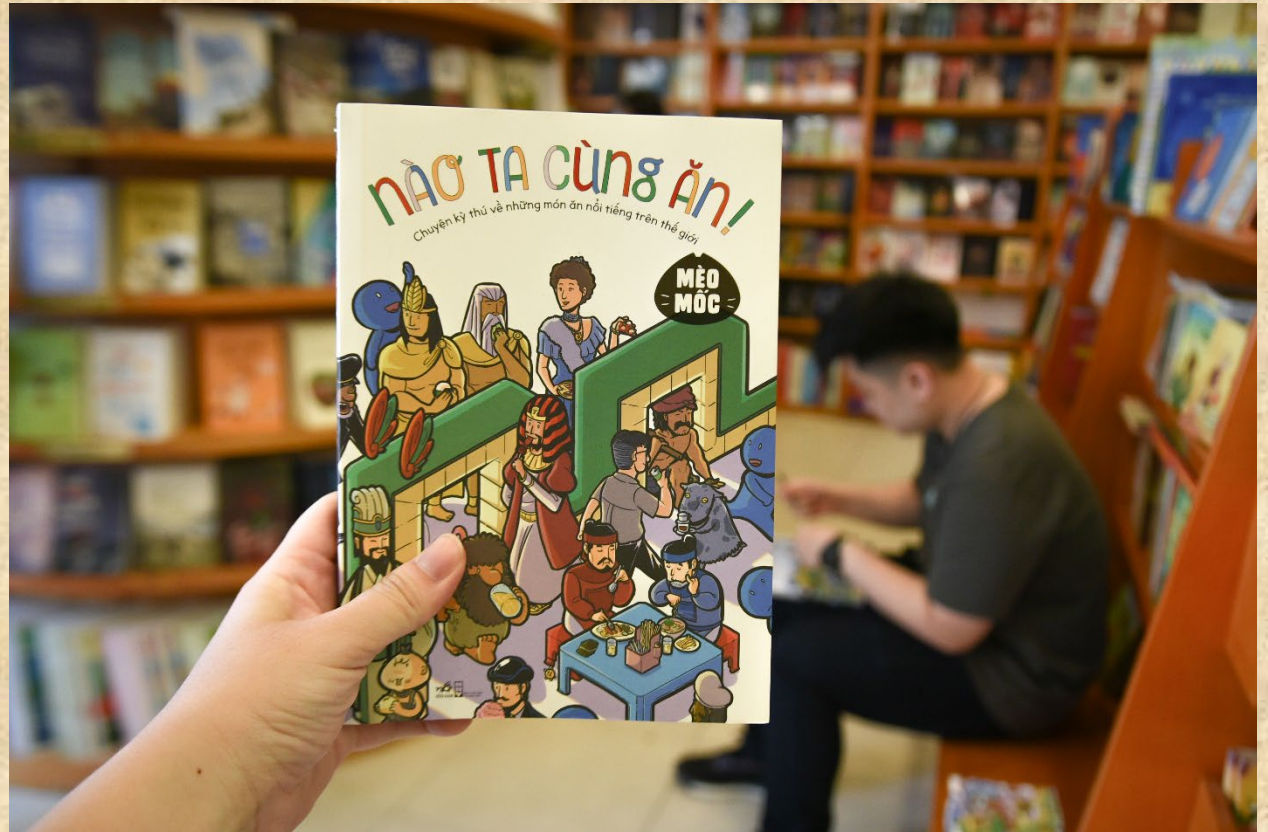
*Destination of life* is about unforgettable stories of the author who stayed side by side with those who were about to die. The stories are filled with tremendous tragedies and loss but features the dignity and self-esteem in terrible circumstances. It addresses the question of how we should face the death and what the death can teach us.





### 3. **Nào ta cùng ăn** (Let's eat) (2019) by Mèo Mốc

The picture book takes readers into the exploration of famous tasty dishes' origin via lively stories and funny pictures. The book is for both children and adults.





*THANK YOU!*

