

Publish

# Exploring the 'resource mine' of the Vietnamese publishing industry

Mr. Nguyen Thanh Loi, Director – Editor-in-Chief of Ho Chi Minh City General Publishing House shares a new perspective on making books a "starting point" in the value chain of the cultural industry, turning knowledge into multi-platform intellectual property.

**Thu Lau** - Tuesday, February 17, 2026 09:00 (GMT+7)



Mr. Nguyen Thanh Loi chatted with author Isabelle Muller (book author *Loan - From the life of a phoenix*) at Book road Ho Chi Minh City.

Tet is the time of the beginning. But for the publishing industry, the biggest start is not in the number of new books, but in a fundamental question: are books still just books?

The reporter talked to Mr. Nguyen Thanh Loi, Director – Editor-in-Chief of Ho Chi Minh City General Publishing House (HCMC) about the desired journey from “to ” to knowledge content“- a step considered is vital in the context that the cultural industry is becoming a new growth engine.

## Content IP is inevitable

- If you had to choose a sentence to talk about publishing now, what would you say?

- “The book is not the end. It is the starting point.” For many years, we have been accustomed to seeing publishing as an industry that produces cultural products - printing and publishing books. But when the cultural industry and creative economy are identified as new driving forces of development, the knowledge content in new books is the greatest asset.

If we just print and sell books, we're at the bottom of the value chain. If we know how to exploit content, we own a mine of knowledge resources.

### - “Knowledge resource mine” - can you explain more?

- Each year, Ho Chi Minh City General Publishing House publishes about 1,000 books. Many of them are books about history, culture, and people of Ho Chi Minh City; books on knowledge, political and social arguments.

If only print sales are taken into account, the value of these contents is finite. But if viewed more broadly, a book can become an e-book, audiobook, digital lesson, documentary material, material for television, and even a foundation for cultural tourism.

**” A story, a character, a theme can live on many platforms and create lasting value. Publishing should therefore not just create products, but create content assets.**

**Mr. Nguyen Thanh Loi**

We call it “IP content” - intellectual property formed from books. A story, a character, a theme can live on many platforms and create lasting value.

Publishing should therefore not just create products, but create

## - For a public entity, is talking about content IP too ambitious?

-Not ambitious, but inevitable. Legally, the Publications Law and the Intellectual Property Law clearly stipulate copyright, exploitation rights and transfer of content. Content IP development is essentially the creation, protection and legal exploitation of intellectual property from books.

We have no ambition to make movies or games. We want to do our core well: create quality, in-depth, and infectious knowledge content. When content is strong enough, other creative industries will have a foundation to grow.

## Form content systems from books

### - But to switch from "as book" to "as content", certainly not easy?

- Yup. There are three major bottlenecks. The first is the mechanism. Developing digital content, audiobooks or IP projects requires initial investment and creative risk-taking. Meanwhile, public publishing units remain subject to many financial constraints.

**” If we know how to exploit content, we own a mine of knowledge resources.**

**Mr. Nguyen Thanh Loi**

Second is human resources. Digital publishing needs good editors, but also needs technology, copyright, marketing, and data personnel. The competition for personnel with the private sector is very real.

## - So what is the necessary “nudge”?

- First of all, it is necessary to look at content as a strategic asset. Groups of books about local, innovation, digital transformation, foreign affairs... should be ordered according to long-term projects, instead of individual separate titles.

Second, it is necessary to have a mechanism for accompaniment between the State and society. The state invests in the initial formation of intellectual property; Enterprises and creative actors participate in exploitation and commercialization on the basis of law.

Thirdly, there should be greater flexibility in terms of manpower and mechanisms for paying income according to efficiency. Creative content needs creative motivation.

## - If you look back at the new year, what do you expect?

- I expect publishing to enter the new year with a different mindset: not just counting the number of titles, but measuring the value of the content. A good book is precious. But if from that book a content system with lasting vitality is formed, the value of knowledge will be multiplied many times over. And perhaps, that is how publishing adds to its role in the creative era.

## - Thank you and I wish Ho Chi Minh City General Publishing House many good things in the new year!

### **If you read a good book, please send a review to Knowledge – Znews**

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Sincerely.

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## When is the best time to eat apples?

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### Young men use sensitive clips to threaten and rape their ex-lover

21:38 25/2/2026

After the breakup, N. used the clip that the subject secretly filmed during their previous relationship to continue threatening and raping their ex-lover.



### Real Madrid leads, alarm bells ring for La Liga

21:00 25/2/2026

UEFA's latest financial report shows that Real Madrid was the club that made the most money last year, while the gap between English and Spanish football is increasingly widening.



### How did Wirtz miss his appointment with Real Madrid?

21:00 25/2/2026

Representative Volker Struth revealed that he directly introduced Florian Wirtz to Real Madrid President Florentino Perez before Liverpool spent 125 million euros





## What's in the offering tray for the God of Wealth Day 2026

20:20 25/2/2026

On the Day of the God of Wealth 2026, many families and businesses prepare a formal tray to pray for fortune; So what does the offering tray include and what does it mean according to tradition?



## Minh Trang got into controversy

16:01 25/2/2026

Minh Trang was criticized for his stiff acting and lack of emotions in the movie "Unlimited".



## The son elected Hien to run for representative of the Hanoi People's Council

19:58 25/2/2026

Among the 205 candidates for delegates to the City People's Council is Mr. Do Vinh Quang, Vice President of the City Association of Small and Medium Enterprises. Hanoi.



## The gold shop also installed an automatic gold vending machine for the occasion of the

### God of Wealth

18:43 25/2/2026

The automatic gold buying machine was first installed at a business to reduce waiting time for customers in the context of rising demand for gold transactions.



## The unbelievable way to spend money of 'Samsung princess'

21:02 25/2/2026

Even though she is a tycoon, "Samsung Princess" Annie was confused for a long time when buying AirPods during school.



18:18 25/2/2026

Short films continue to become the focus of attention in China. The groping scene in a project is making the public in this country angry.



### Ho Chi Minh City Party Secretary Tran Luu Quang visits veteran health sector officials

22:01 25/2/2026

On the occasion of the 71st anniversary of Vietnamese Physicians Day (February 27), Ho Chi Minh City leaders organized delegations to visit, congratulate and express deep gratitude to veteran medical staff.



### Manchester United changed from Lammens' calmness

18:00 25/2/2026

Senne Lammens' composure in the final period of the match against Everton in the round of 27 of the Premier League on February 24 showed that Manchester United found a fulcrum in the wooden frame.



### Actress Bich Thuy is pregnant

19:58 25/2/2026

Bich Thuy held a wedding ceremony at the end of 2024. After nearly 2 years of marriage, the actress's family is preparing to welcome a new member.



### The rented girl 'slept in the wrong' of the landlord's room and was arrested in battle

15:53 25/2/2026

When Ms. Ly asked why she appeared in the family's private room, the girl explained that "was the wrong room".



### Making billions every month, the girl retires



16:58 25/2/2026

With an income of more than 1 million yuan (3.7 billion VND) per month, a Chinese girl retires at the age of 30 to travel abroad.



### Behind Mazda's admission of 'learning from China'

19:15 25/2/2026

Mazda Europe representative admitted that the development of the 6e and CX-6e electric car models is a process of mutual learning between the Japanese car company and its Chinese partner.



### There is a stir in the clip of a Korean girl contorting and offending in front of

### many soldiers

20:00 25/2/2026

The performance with many sexy movements of the singer born in 1988 made waves on Korean social networks.



### De Ligt returns, but who gives way at Manchester United?

19:00 25/2/2026

After a three-month break due to a back injury, Matthijs de Ligt could return in March but his position at Manchester United is now uncertain.



### 18 year old male student with genital warts

19:30 25/2/2026

A papilloma appeared around the anus but hesitated to examine it. The nearly 18-year-old man was hospitalized when the damage had spread deeply and complicated treatment.



### FIFA lên tiếng về khả năng dời World Cup 2026 khỏi Mexico

Mexico, bất chấp làn sóng bạo lực băng đảng bùng phát gần đây.



19:07 25/2/2026

## Cách duy nhất giúp Carrick ngồi ghế chính thức MU

Ashley Young, former Manchester United captain, believes that Michael Carrick should be officially appointed if he maintains his current form until the end of the 2025/26 season.



## Revealing the name instead of Fernandes

20:00 25/2/2026

MU considers recruiting Morgan Gibbs-White as a long-term alternative to Bruno Fernandes, in the context that the Old Trafford team is determined to restructure the salary fund in the summer of 2026.



19:08 25/2/2026

## Hong Kong actors wear bikinis and sunbathe in Hoi An

On the occasion of the new year, Ha Nhan Thi had a trip to Hoi An. Here, the actress sunbaths and plays golf.



## What's going on with Xuan Son

19:00 25/2/2026

Nguyen Xuan Son returns promisingly after 11 months of recovery, but 208 minutes of rest in the 2025/26 V.League is sounding the alarm bell for both Nam Dinh and the Vietnamese team.



## Foreign shareholders are 'leaving' FPT

17:59 25/2/2026

Foreign investors net sold more than VND 2,300 billion in FPT shares, creating great pressure on the technology group and pulling back the recovery momentum of VN-Index in the February 25 session.



19:00 25/2/2026

Bodo/Glimt challenged all the rules of golden football when they boldly advanced to the 1/8 round of the Champions League with a salary of

only 176,000 euros per week.



### Sketch of Galaxy S26 before launch

19:59 25/2/2026

Rumors show that the Galaxy S26 mainly upgrades its hardware with a more powerful processor chip, anti-peep technology and a new AI assistant.



### Train rams trucks at night in Hanoi

22:11 25/2/2026

On the evening of February 25, the truck while trying to cross the railway was rammed by an SE3 train, causing severe damage to the locomotive and affected railway traffic.



### Chung Le De took her husband and children to vacation in Phu Quoc

20:47 25/2/2026

On his personal page, Chung Le De posted a series of moments in Phu Quoc. The actress and her husband and children bathed in the beach and enjoyed delicious dishes here.



### Casemiro does not want to leave Europe after leaving MU

20:03 25/2/2026

Instead of looking for opportunities in the US, Casemiro prioritizes continuing to play at the top in Europe after leaving MU.



### Pham Ly Duc left CAHN

17:08 25/2/2026

Central defender Pham Ly Duc will leave CAHN to play for PVE-CAND in



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