

## Crimson Interactive (Enago) acquires The Charlesworth Group, creating a powerhouse in China's publishing ecosystem.

The acquisition provides the Charlesworth Group and Enago with the scope to build solutions to successfully address researcher and publisher challenges, in particular, assisting publishers to navigate the transition towards Open Access in China.



acquisition of The Charlesworth Group, a company with headquarters in the UK and known for its China-focused language polishing, agency sales, marketing services, and technology offerings. Enago is a trusted name in author services for the global research community. For close to two decades, the company has been a preferred partner for publishers, universities, societies, and authors worldwide.

Operating for close to 25 years in China, The Charlesworth Group has established a market-leading offering, providing sales and marketing services for international publishers. They are recognised within the industry as the experts in China for social media marketing supported by their award-winning Charlesworth Gateway tool, which facilitates communication with the local research community.

The acquisition will further strengthen the Charlesworth Group's author services offerings in China by integrating Enago's comprehensive author services and AI & NLP-driven product offerings.

The combination of Enago's scale and The Charlesworth Group's specialist marketing skills will benefit their mutual customer base of researchers, research institutions, and publishers, as well as The Charlesworth Group's own long-established network of consortia, libraries, and publishers in China. The joint capabilities will allow global researchers and publishers to access The Charlesworth Group's sales and marketing expertise and gain access to Enago's portfolio of AI-driven language solutions including [Trinka AI](#), [Raxter](#) (Enago Discovery Suite), and [AuthorOne](#). The acquisition creates innumerable possibilities to deliver unique combinations of traditional and AI-based solutions for the benefit of the global publishing, academic and scientific research markets.

"We have been following the Charlesworth Group for quite some time. We have not just been impressed by their legacy but also by their distinctive sales representation and marketing businesses. Charlesworth's decades of experience and deep understanding of the challenges faced in key markets, such as China, made the acquisition an attractive proposition for us. Their social media tool, the Charlesworth Gateway, is unique in the market. Our industry's transition towards Open Access requires innovative solutions and integrated offerings. We believe that our synergies will help our clients to reap the benefits of our integrated offerings in their journey towards Open Access, supported by strong technology. It is a very exciting time for us!" said Sharad Mittal, Founder, and CEO, of Crimson Interactive (Enago).

Michael, Evans, CEO, of Charlesworth Group, added, "Though Charlesworth Group has grown significantly over the past decade, we feel we can do much more to address the challenges of the global research ecosystem. We are positive that the acquisition by Enago will not only provide the right environment, to achieve our growth ambitions but also help improve the Charlesworth Group's portfolio depth and offerings for the global and China markets. Finding the right cultural match for the company was a key criteria for us. It is clear that the Enago leadership shares the same enthusiasm, vision, and objectives as us. The combination of CWG's network and Enago's technical expertise in AI-based solutions can create new possibilities for the evolving needs of the STEM ecosystem.

Neil Charlesworth, Founder, Charlesworth said, "I would personally like to thank all the wonderful people who have been part of the company's journey, we certainly had some adventures together. A great deal has been achieved and no doubt you will continue to do so along with Enago."

## About Charlesworth Group

[Charlesworth Group](#) is a market leader, offering rights and licensing solutions as well as specialist marketing services for the fastest-growing market in the world, i.e. China. The company provides solutions to an extensive range of customers including universities, not-for-profit organisations,

charities, government departments, trade associations, and local businesses in the UK as well as global organizations, world-leading publishers, and learned societies. Charlesworth Group's Author Services division enables superior-quality English language editing and publication support services, for authors, institutions, and publishers.

Website: <https://www.charlesworth-group.com/>

### **About Crimson Interactive (Enago)**

[Enago](#) is a trusted name in author services for the global research community. Since 2005, we have worked with researchers in more than 125 countries, improving the communication of their research and helping them achieve a successful publication. Globally, Enago is a preferred partner for leading publishers, societies, and universities. We have offices in Tokyo, Seoul, Beijing, Shanghai, Istanbul, London, Mumbai, and New Jersey. Enago operates globally with regional teams supporting researchers locally.

Website: [www.enago.com](http://www.enago.com) and <http://www.crimsoni.com>

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