

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR



2020 China Shanghai International
Children's Book Fair (CCBF)

The Children's Book Market in China

The Children's Book Market in China



According to the 2019 Chinese Retail Book Market Report issued by OpenBook, the overall Chinese book retail market was valued in **102.27 billion** CNY, up **14.4%** year on year. Children's books account for **26.05%** of the total sales of books, up **17.2%** year on year.

China has a huge appetite for children and young adults' books. Over **40,000** new children's titles are published every year in China. This is by far the largest figure in the world. China has **367 million** children and young adults. More than **800 million** books are printed every year, and there are nearly **300,000 titles** targeting young readers currently on the market.

China also boasts a growing children's book market, which is tied to the steadily rising number of middle-class families. One of the defining traits of these families is a greater commitment to encourage

their children to read, which has propelled book sales. It has also become easier than ever for parents to buy books through retail websites such as JD.COM, Dangdang and Tmall.

This rapid growth is helped by the Chinese Central Government's introduction of the two-child policy. With an increasing fertility rate, the number of potential young readers will also rise. A new generation of educated and well-read parents also contributes to the growth of the children's book market in China.

General Fair Introduction

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General Information

Dates: 13 – 15 November 2020

Time: 13 November, 09:00 – 17:00 (Friday)

14 November, 09:00 – 17:00 (Saturday)

15 November, 09:00 – 16:00 (Sunday)

Venue: Shanghai World Expo Exhibition and Convention Centre – Hall 1

Address: No. 1099, Guozhan Road, Pudong New Area, Shanghai, China



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China Shanghai International Children's Book Fair (CCBF) the only fair in Asia Pacific fully dedicated to books and specific contents for children



Launched in 2013, CCBF has quickly become an important event for the global publishing industry.

Over its seven years of development, CCBF has focused on accomplishing its motto—Embracing the Future. The fair provides a leading copyright exchange hub for children's books. It plays an important role in promoting quality children's literature and encourages reading culture among young children.

In 2018, CCBF opened an exciting new chapter by collaborating with Bologna Children's Book Fair (BCBF) organised by BolognaFiere. With a history of over 50 years, the BCBF is the largest children's literature fair in the world. This thriving cooperation will better serve the current strategy of China's publishing industry—disseminating original content worldwide and bringing the best international books to local readers—also known as the “go global, bring in” policy.

CCBF 2019 unfolded over a record space of **25,000** square metres and brought together **418** exhibitors and **102** guests from **32** countries and territories, including **186** overseas exhibitors and **57** overseas guests. Over three days, CCBF received a record number of **40,978** visitors, which include publishers, literary agents, authors, illustrators, translators, graphic designers, content developers, packagers, printers, distributors, booksellers, mobile developers, licensors and licensees, education and training institutions, cultural institutions, librarians, professional medias, teachers and children's book lovers.

Other than the exhibition itself, the fair offers a rich programme of events. Some of the most notable activities include the Conferences & Seminars, the Shanghai Visiting International Publishers Fellowship (SHVIP), the Golden Pinwheel Young Illustrators Competition, the Illustrators Survival Corner, the Children + Exhibition, the Chen Bochui International Children's Literature Award, and many other events to promote reading.

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Five Enhanced Features

- Copyright trade, international exchange
- Publishing and distribution, multi-channel content marketing and promotion
- Recognise and recommend outstanding titles, discover and cultivate new talents
- Reading promotion, connect with readers across the city
- Develop merchandising, foster collaboration between industries



Why you need to be at CCBF?



Engage in the booming children's book market in China

China boasts one of the fastest growing children's book markets in the world. The country already publishes the largest number of children's books, releasing over 40,000 new titles every year. China's appetite for children's book is set to increase as well, with ever more middle-class families willing to buy books for their children and the potential of a growing readership due to the recently introduced two-child policy.

Access the Asia Pacific children's rights market

CCBF is the only book fair in China and Asia Pacific fully dedicated to children's content, which makes Shanghai an unparalleled destination for the children's rights market. CCBF helps you to connect with the professionals from Asia Pacific—the most exciting, booming and dynamic market for Children's content.

Connect with publishing professionals from all over the world

CCBF offers an excellent platform for you to meet international publishers, agents and content developers.

Enjoy a variety of services and tools

CCBF puts you and your business at centre stage with a variety of services and tools. The fair connects international publishers with Chinese distributors, printers, packagers and book buyers. CCBF encourages an end-to-end business solution for international trade. Join CCBF to explore many ways of doing business, selling rights, co-publishing, finding suppliers and much more!

Open new business horizons for children's contents, empower the children's book publishing industry

CCBF is expanding its scope of action towards other industries that can provide children's publishers with new business opportunities. Keeping books at the centre of its activity, CCBF helps you to connect with a wide range of products and services, including digital and multimedia products, licensing, educational and training material for children and teachers, parenting, film and television, animation, children's lifestyle etc.

Discover new talents in China and Asia Pacific

CCBF brings together both accomplished and emerging talents in China via dynamic programmes. It will be an exceptional opportunity to discover world-class authors, illustrators, translators, editors and other content creators for potential collaborations..

Explore the vibrant culture of Shanghai

During the fair, a selection of popular bookstores, libraries, early childhood institutions and schools in Shanghai take the CCBF annual book feast beyond the boundaries of the fair ground. A wide array of cultural activities will be held all over Shanghai to showcase the city as a great attraction for children's books enthusiasts.

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Who will exhibit at CCBF?

- Publishing Houses
- Copyright and Literary Agencies
- Content Developers
- Digital and Multimedia Companies
- Distributors, Importers & Exporters
- Booksellers
- Printers and Packagers
- Professional Service Providers
- Education and Training Institutions
- Film Production and Cultural Institutions
- Programming, Software and Game Companies
- Teaching Material and Cultural Product Companies
- Licensors



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Who will visit CCBF?



- Publishers
- Digital and Multimedia Companies
- Distributors, Importers & Exporters
- Booksellers
- Content Developers
- Agents and Scouts
- Education & Training Professionals
- Reading Promoters
- Librarians
- Illustrators, Writers and Translators
- Graphic Designers
- Licensors & Licensees
- Cultural Institutions
- Software, Game, Animation and Film producers
- Government, Embassies & Consulates, Associations and Media
- Merchandisers, Investors and Franchisees
- Printers, Packagers and Service Providers
- Children Products Distributors
- Children's Book Lovers

2020 Fair Map



Hall 1 located on the ground floor

Accompanying Programmes

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Conferences and Seminars

CCBF is well-known for its numerous professional seminars covering a wide array of topics and formats such as panels on business practices, reading promotion, and creative workshops with children's book masters. Speakers include experts on publishing, digital marketing, social media, and content creation. These events aspire to promote communication and cooperation between professionals and share the latest children's literature industry trends with all attendees. In 2019, **10** sessions featured **61** top speakers and attracted **3,000** attendants.



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Shanghai Visiting International Publishers Fellowship (SHVIP)

SHVIP is the CCBF publishers fellowship, an exchange programme designed for publishing managers, publishers and editors of all levels who have a special interest in selling and buying rights on the publishing markets of China and its Asian neighbours. For six days, SHVIP offers a small group of children's book specialists a tailor-made programme of visits to gain detailed insight into the local publishing landscape and visit CCBF from an exclusive perspective.

In 2019, SHVIP received a ground-breaking number of applications—**165** requests from **56** countries and territories—and hosted **11** members participated in a 6-day exchange in Shanghai.

The next call for applications will run from **2 March** until **18 May 2020**.



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Golden Pinwheel Young Illustrators Competition & Exhibition

The Golden Pinwheel aims to build bridges between illustrators and children's publishers, both domestically and globally. It is a comprehensive programme which includes exhibitions, an illustrated yearbook and a variety of promotional campaigns. It fosters an inspiring and nurturing environment where young illustrators and children's book artists from around the world find a platform to realise their visions.

In 2019, talented artists from every corner of the planet have poured their enthusiasm into the competition with submissions by **1,999** illustrators from **72** countries and territories.

The next call for entries will run from late March until **30 June 2020**.



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Illustrators Survival Corner

The Illustrators Survival Corner is a programme featuring interactive workshops and seminars exclusively designed for illustrators, picture book editors and anyone professionally interested in the fascinating world of illustrated children's books. It is also a place where novices and seasoned professionals of the visual communication world can share experiences, successes and concerns regarding the profession and the market.

At CCBF 2019, the Illustrators Survival Corner featured an augmented programme of **10** masterclasses, **8** workshops and **40** portfolio reviews, with **90** tutors and speakers, which attracted about **1,800** illustrators.



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Children + Toddlers' Books

In 2019, CCBF launched “Children +”, a new stream of events aiming to cast light on a trend, a topical subject, a book category or a theme of special relevance for the global publishing industry. Through exhibitions, lectures, round tables and books presentations, we will discover and rediscover the most fascinating titles published in that category, and hear the best publishers and authors who created them. Every year, Children + will identify a different category of books—relevant from both international and local perspectives—to become a highlight of the CCBF programme.

The 2020 edition of Children + will focus on **toddlers' books**.



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Chen Bochui International Children's Literature Award (CICLA)

The Chen Bochui International Children's Literature Award (CICLA) is one of the longest-running literary prizes in China, which receives CCBF support as promotion partner. Founded in 1981 by the Shanghainese children's writer Chen Bochui (1906-1997), the CICLA honours authors, illustrators and professionals of children's literature who have made a great contribution to children's literature in China and the rest of the world.

Every year in November, a Jury composed by a multicultural panel of children's literature specialists meets in Shanghai to assess the best contents submitted in the Award's main categories—Best Novel in Chinese Language, Best Short Story in Chinese Language and Best International Picture Books.



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Exhibitors' Events and Connecting the City

CCBF is not only a meeting point for professionals of the children's publishing and education industries, it is also an annual celebration of the power and joy of reading. During the fair, our exhibitors, as well as numerous local bookstores, libraries, schools and other educational institutions organise a wide variety of cultural activities for readers to connect with books and interact with their favourite authors.

Connect the City turns Shanghai in a children's book feast for children's book enthusiasts of all ages.

During CCBF 2019, a total of **309** book releases, promotions and signing activities took place inside and outside of the fair.



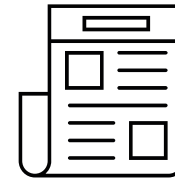
Fair Promotion

Domestic Promotion



E-NEWSLETTER

50,000+ domestic professional contacts



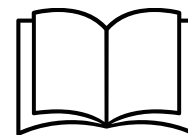
MEDIA COVERAGE

- 60+ Chinese industry media outlets in culture & publishing
- 150+ mainstream news networks and mass media outlets
- 400+ original press releases in total plus Massive forwarded



WEBSITE & SOCIAL MEDIA

- CCBF official website: 400,000+ monthly visitors
- CCBF social media: WeChat account with 100,000+ followers; Weibo account with 10,000+ followers
- WeChat/Weibo KOLs, Apps and other digital marketing channels: 600+ posts in total plus massive forwarded



PARTICIPATION IN MAJOR DOMESTIC BOOK FAIRS & EVENTS

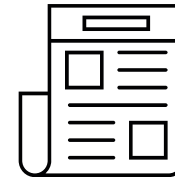
The organiser plans to promote CCBF at the nation's most important book fairs and trade shows relevant to Children's content, as well as conferences and summits on Children's publishing and other industry events.

International Promotion



E-NEWSLETTER

60,000+ international professional contacts



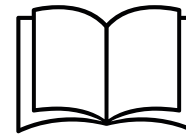
MEDIA COVERAGE

1,500+ global industry media outlets



WEBSITE & SOCIAL MEDIA

- CCBF official website: **1,000,000+** monthly visitors
- CCBF social media:
 - Facebook: **45,000+** followers
 - Instagram: **29,000+** followers
 - Twitter: **10,000+** followers
- CCBF official APP: **20,000+** users
- Global digital marketing



PARTICIPATION IN MAJOR DOMESTIC BOOK FAIRS & EVENTS

- Dedicated CCBF promotion area during:
 - Mar 2020: Bologna Children's Book Fair
 - May 2020: New York Rights Fair
- The organiser plans to promote CCBF at the world's leading book fairs, including London Book Fair, Frankfurt Book Fair and so forth.

Review of CCBF 2019

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2019 Exhibitors Review

CCBF 2019 has gathered even greater international resources by bringing together **418** top exhibitors from **32** countries and territories. Among them, **30%** exhibited at CCBF for the first time. Children's books publishing agencies and professionals from both home and abroad have carried out negotiations on children's books copyright trade extensively and successfully.

Overall Performance of CCBF 2019*

96% Exhibitors gave a rating of good to excellent

97% Exhibitors commented it has benefited to exhibit

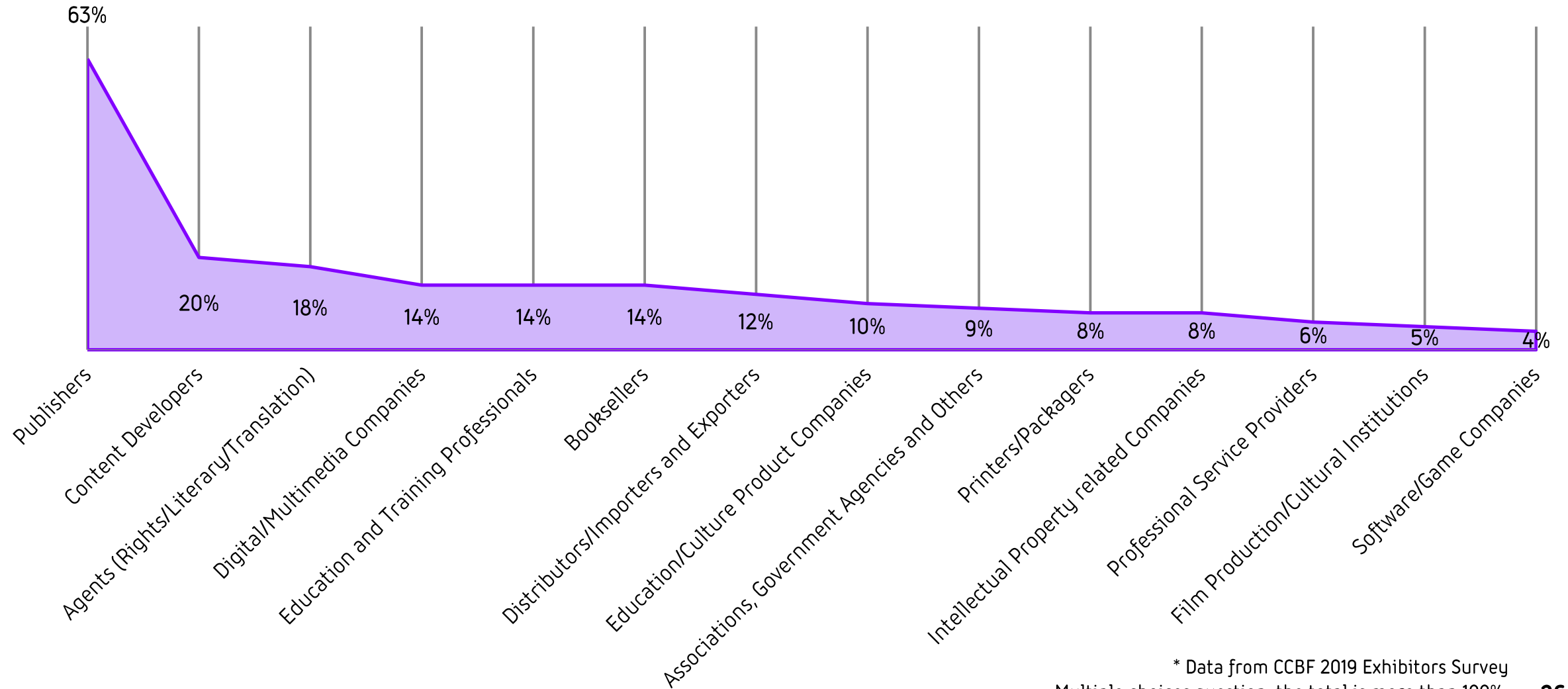
99% Exhibitors would recommend CCBF to their business partners and friends

96% Exhibitors plan to participate again in 2020

* Data from CCBF 2019 exhibitor survey



2019 Exhibitors Nature of Business



* Data from CCBF 2019 Exhibitors Survey
Multiple choices question, the total is more than 100%.

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2019 Visitors Review

In three days, the total visitors reached **40,978** including **16,145** professional visitors from **50** countries and territories, an 18% increase compared to 2018.

Overall Performance of CCBF 2019*

91% Visitors gave a rating of good to excellent

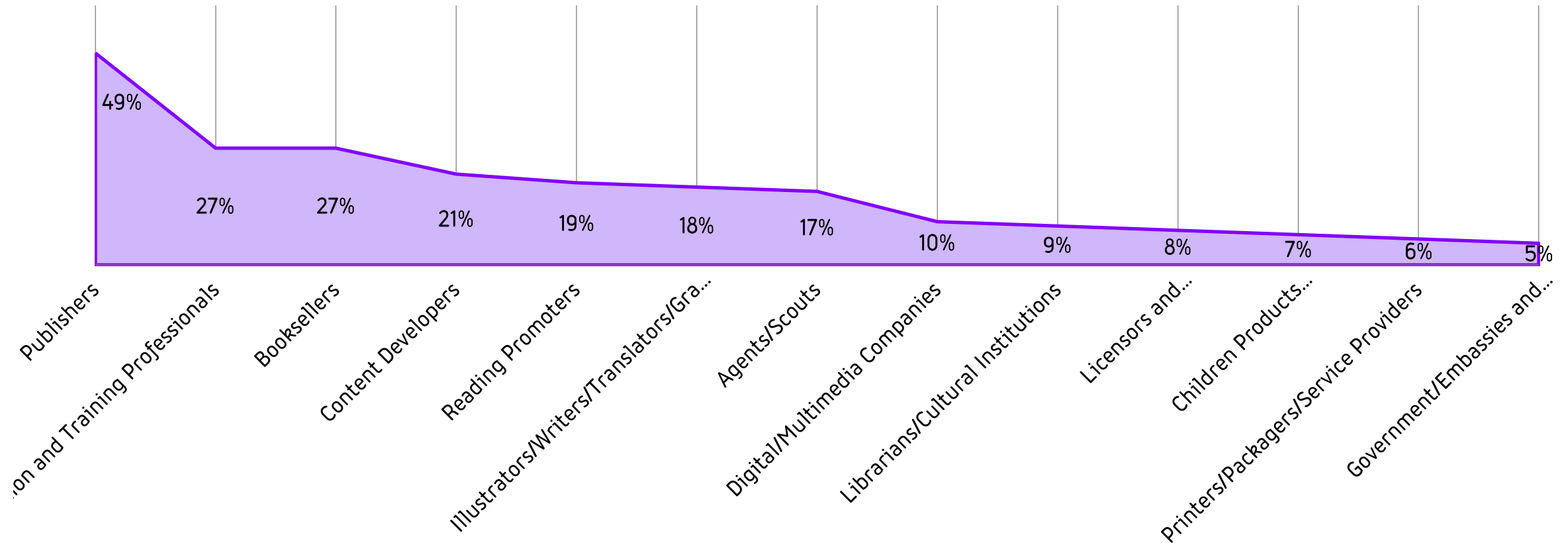
94% Visitors would recommend CCBF to their business partners and friends

93% Visitors plan to participate again in 2020

* Data from CCBF 2019 visitor survey



2019 Visitors' Nature of Business



* Data from CCBF 2019 Visitors Survey
Multiple choices question, the total is more than 100%.

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2019 Promotion Review

CCBF 2019 teamed up with major mainstream media, professional media and public media to conduct in-depth and comprehensive coverage of the fair.

A total of **198** media to cover CCBF 2019 including 22 industry media, 7 of them are the international media from the USA, France, UK, Japan, Russia and Australia.

The type of media includes 35 social media, 29 newspapers and magazines, 12 TV/broadcast/video media organisations and 154 online media.

A total of 586 articles have been published. 30 press conducted 54 onsite interviews.

The total media value reached **25.81 million** CNY.

官方合作媒体 Official Media Partners



深度合作媒体 Main Media Partners



战略合作媒体 Strategic Media Partner



特邀合作媒体 Special Media Partners



支持媒体 Supporting Media Partners



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2019 Promotion Highlights



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2019 Promotion Highlights



Fair Organisation

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Fair Organisation



APPROVED BY:

Shanghai Press & Publication Administration

CO-ORGANISED BY:

Ronbo BolognaFiere Shanghai Ltd.



ORGANISED BY:

Shanghai Xinhua Distribution Group Co., Ltd.
China Education Publishing & Media Group Ltd.
China Universal Press & Publication Co., Ltd.

POWERED BY:

BolognaFiere S.p.A.



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13-15 November 2020
See you in Shanghai!