



China - Guest of Honor
2018 Bologna Children's Book Fair
博洛尼亚国际童书展中国主宾国

China sending the largest Children's Publishing Delegation to Bologna

MILAN - (February 13, 2018) - China will be the Guest of Honor of the 55th Bologna Children's Book Fair at BolognaFiere Exhibition Center, Italy, from March 26 to 29, 2018. Focusing on the theme of "Dream", the Guest of Honor logo features the image of a child and a panda reading together, which symbolizes the bright future and wonderful dream brought about by reading.

With an area of 600 sqm, the China Pavilion is located in Hall 26 B127. The pavilion designed is inspired by Chinese traditional lanterns and ancient stories. China pavilion is divided into publisher zone, cultural exhibition zone and an activity stage. Visitors will have the chance to learn about the past and present of children's publishing in China and hear the voice from Chinese publishers. As one of the highlights of the China program, the Chinese Original Illustration Exhibition will showcase 150 original artworks by 30 Chinese illustrators.

China will have the largest Children's publishing delegation to date to visit 2018 BCBF with over 300 people from more than 90 Chinese publishers showcasing over 3000 Chinese titles. Within the delegation, 28 famous children's authors including Cao Wenxuan, 2016 Hans Christian Andersen Award winner, together with 24 Chinese illustrators including Xiong Liang, 2018 Hans Christian Andersen short list, will be at the fair to exchange ideas with international peers.

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