

PRESS RELEASE

Bologna Children's Book Fair - In 2022, more than one in five books sold in physical and online bookstores and in large retailers are for children and young people

Collective of Italian publishers at BBPLUS, the format of BolognaFiere in collaboration with AIE. Levi: "Our presence in Bologna getting stronger and stronger."

The **Bologna Children's Book Fair** kicks off today, in the capital of Emilia until March 9 and in which **the Italian Publishers Association (AIE)** is participating with a program of initiatives and meetings that is the richest ever, testifying to the strategic importance that this event and publishing for children and young people have for the sector.

In 2022, the children's **and young people's book market** in Italy is worth 268.4 million euros. If we also add children's and young people's comics, it comes to a figure of **283 million**. That's 18 percent of what Italians spent in physical and online bookstores and large retailers on book purchases in 2022. In terms of copies, that's **23 million books sold: more than one book in five** (*attached are the pills on the numbers of children's and youth publishing*).

"The internationalization of Italian publishing and reading education for younger children are at the heart of our association mission," explained **AIE and Federation of European Publishers (FEP) President Ricardo Franco Levi**, "and this is why our collaboration with Bologna Children's Book Fair, an Italian excellence, is growing year after year. In Bologna we are presenting both the **new data on the reading of the youngest children**, so important for setting up work on these age groups, and the survey on the **impact of the presence of books in nurseries**, possible thanks to the project with **Fondazione Cariplo**, and focused on an age group that is little known but has great potential for our sector. As president of FEP, moreover, I am proud to present in Bologna the project for the **distribution in Europe of bilingual books for young Ukrainian refugees**, a beautiful example of what we can do, as book professionals, for the promotion of peace and free confrontation between peoples."

AIE is present in Bologna with a billboard of six professional meetings, some of them organized with **FEP** and **Fondazione LIA - Accessible Italian Books**, covering a wide range of topics from comics professions to accessibility. For the first time, **BolognaBookPlus**, the Bologna Children's Book Fair initiative dedicated to generalist publishing and organized in partnership with AIE, is hosting an **Italian collective** (BBPlus Hall 29 Mall1), which is also AIE's base at the Fair. Also this year, scheduled is the awarding of the BOP, the international **Bologna Prize for the Best Children's Publishers of the year**, organized by the Bologna Children's Book Fair and AIE, in collaboration with IPA - International Publishers Association.

The schedule of appointments kicks off today, **March 6, from 10:30 to 11:15 a.m.** at **BBPlus Theatre** with the meeting **Accessible illustrated books and where to find them**, organized by LIA - Accessible Italian Books as part of Aldus Up, a program funded by the European Union, and which will address the issue of how to make different types of illustrated books accessible.

It continues also on **March 6, from 11:30 a.m. to 12:45 p.m.** at **BBPlus Theatre** with **The Italian Book Market: facts & figures**, the presentation of Italian publishing market numbers to foreign operators. The event is organized as part of Aldus Up and this year also includes a short in-depth look at the publishing market in Greece, the guest of honor at the Fair.

Tales of EUkraine: Sharing Stories, the project of FEP and the Ukrainian Book Institute (UIB), funded by Creative Europe and in which AIE is a partner, to distribute Ukrainian books in bilingual versions (Ukrainian and host country language) to young refugees in Europe, will be presented on **March 6 from 3 to 3:45 p.m.** also at **BBPlus Theatre**, in collaboration with Bologna Children's Book Fair and BBPlus (*press release attached*).

From **2 p.m. to 4 p.m. on March 6 in Suite Hall**, by AIE and Fondazione Cariplo, the research **The Reading of Very Young Children** will be presented. **The impact of books in nurseries with #ioleggoperchéLAB-NIDI**. In collaboration with Bologna Children's Book Fair, University of Bologna and Nati per Leggere, the research studies the effect - in terms of stimulus induced on educators - of the arrival of new books donated by publishers and citizens on the occasion of #ioleggoperché, and the activities triggered by this in the nurseries.

Tomorrow, **March 7, from 9:45 to 11:15 a.m., in the Suite Room**, curated by AIE as part of Aldus Up, the research **La lettura in Italia da 0 a 14 anni (Reading in Italy from 0 to 14 years old)** will be presented, an in-depth module carried out every two years as part of the AIE Observatory on Reading and Cultural Consumption and aimed at investigating how much and how much children and young people in Italy read. Data from surveys carried out as of February 2023 will be presented.

On **March 9 from 12 noon to 12:50 p.m. at the Illustrators Café** is the meeting **The Comics Professions: how to present a portfolio**, curated by the Comics & Graphic Novels Commission of AIE in collaboration with Lucca Comics & Games as part of Aldus Up. The meeting is part of a series organized to explore publishing professions related to the comics genre.

Finally, still on the subject of comics, the exhibition **A dive into the sea of new Italian comics, 2019-22** lands and will be exhibited in Bologna, after having stopped at the Salon du Livre de Montréal and the Taipei International Book Fair. The exhibition, curated by Marco Pellitteri and composed of a selection of some of the most significant comics published in recent years by twenty-five Italian publishers, is produced by Bologna Children's Book Fair in collaboration with the Comics & Graphic Novels Commission of AIE and with the support of Agenzia ICE - Italian Trade & Investment Agency and the Ministry of Foreign Affairs and International Cooperation.

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#BCBF23

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