

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR



**2024 China Shanghai
International Children's Book Fair
Post-show Report
15-17 November**

Exhibition Review

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General Information

25,000 Square metres

32 Countries and territories

497 Exhibitors

41,263 Visitors

17,081 Professional visitors

97 Speakers and guests

353 Professional programmes and reading promotion activities



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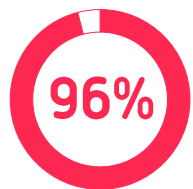
Exhibitors Review

32 Countries and regions **497** Exhibitors

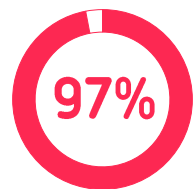
317 Domestic Exhibitors **180** International Exhibitors



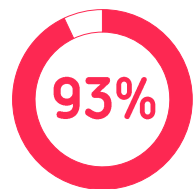
Overall Evaluation by Exhibitors*



Exhibitors gave a rating of good to excellent



Exhibitors would recommend CCBF to their business partners and friends



Exhibitors plan to participate again in 2025

*Data source: 2024 CCBF Exhibitors Survey



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Featured Copyright Areas

● Bologna Best Children's Publishers (BOP) Lounge

8 Internationally recognised award-winning publishers

● Strega Prize Lounge

7 Italian award-winning publishers

● Asia Pacific New Entry Lounge

6 Publishers from Asia-Pacific region

● Rights Centre

15 International copyright agencies



版权中心
RIGHTS CENTRE

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Featured Hybrid Area

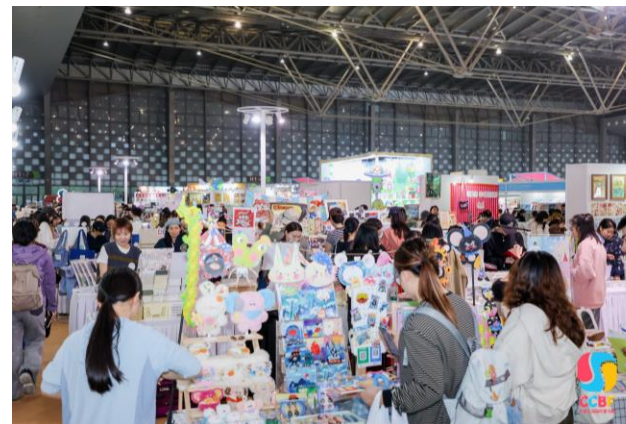
Illustrators Avenue

27 Cities

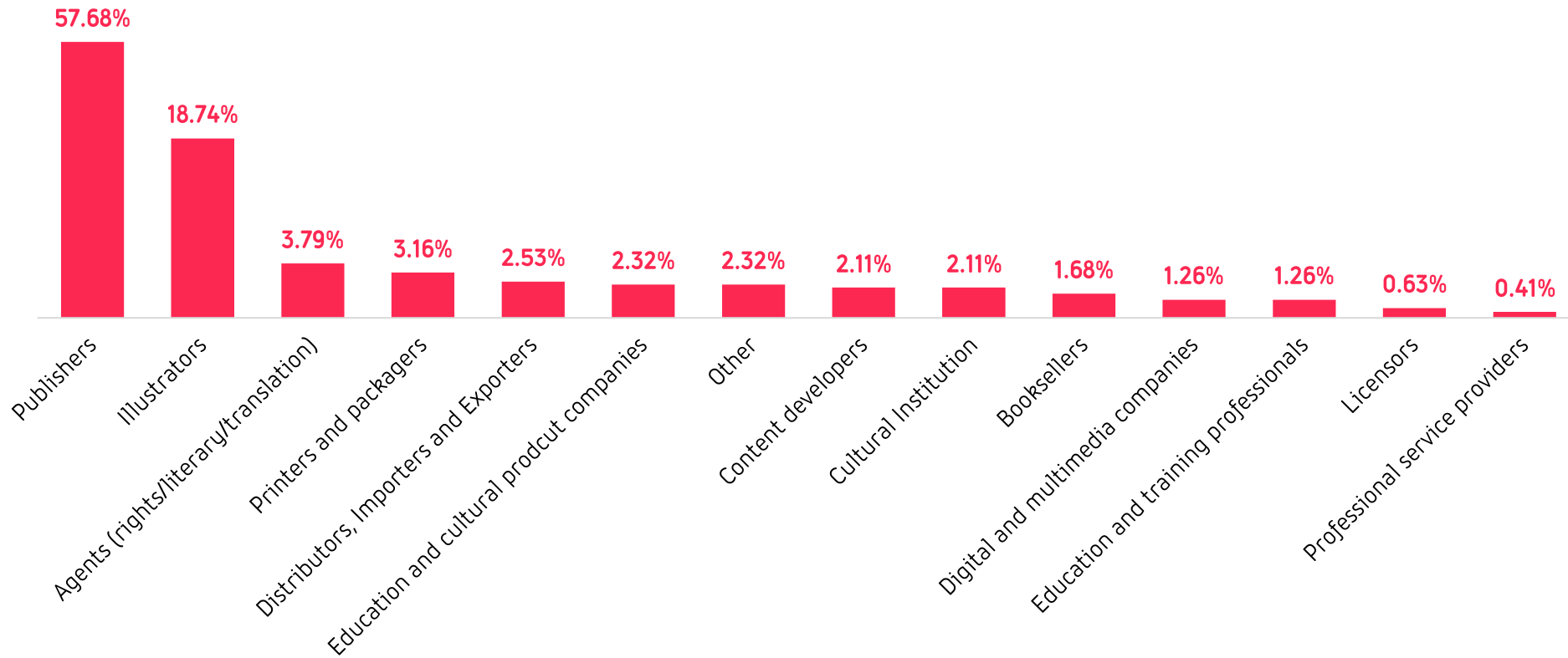
89 Groups of illustrators and art studios participated

Collective Market

15 Exhibitors of children's creative products,
educational toys, and enrichment programs



Exhibitors' Nature of Business



*Data source: 2024 CCBF Online Matchmaking System

Visitors Review

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Visitors Review

41,263 Visitors

17,081 Professional visitors



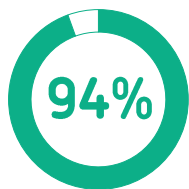
Overall Evaluation by Visitors*



Visitors gave a rating of good to excellent



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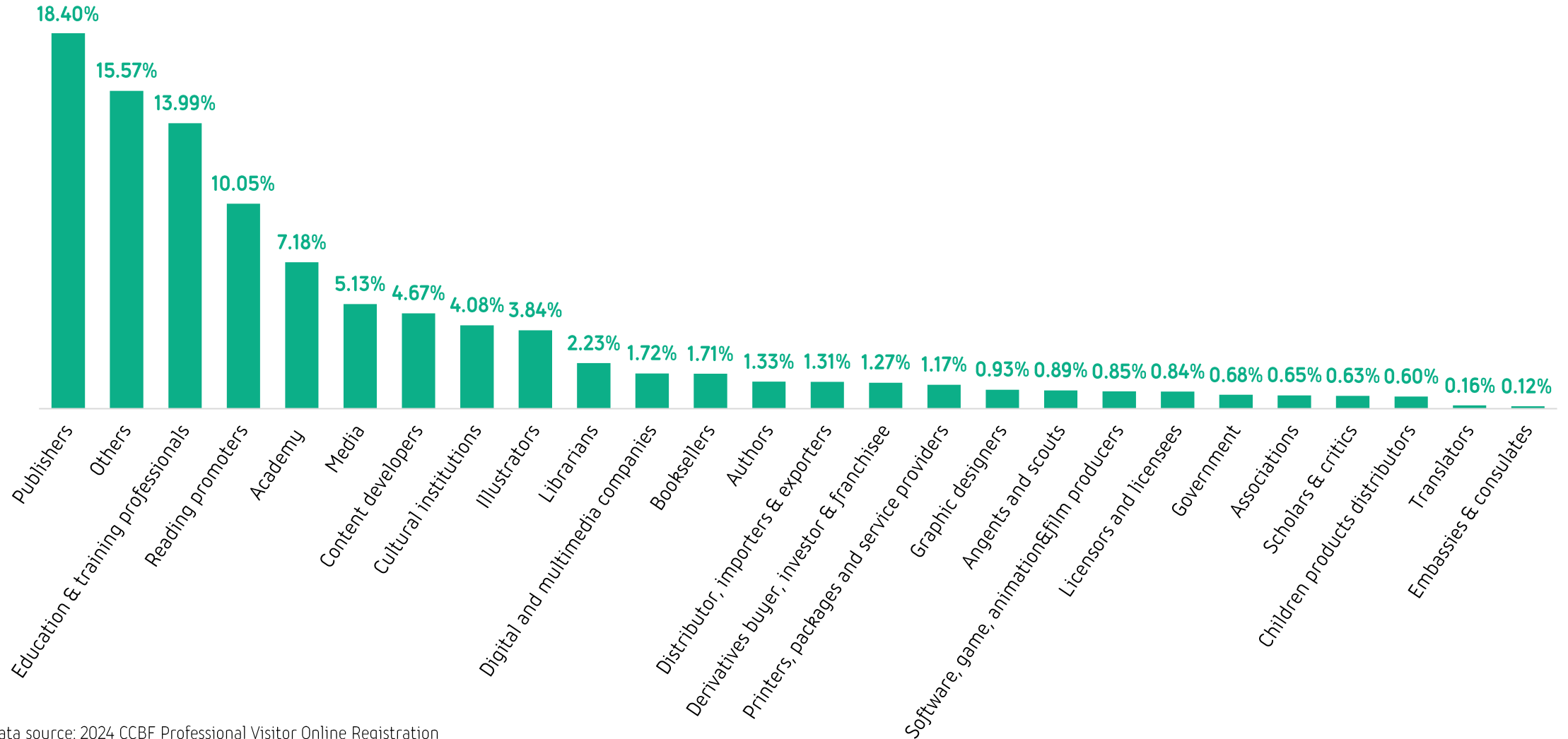


Visitors plan to participate again in 2025



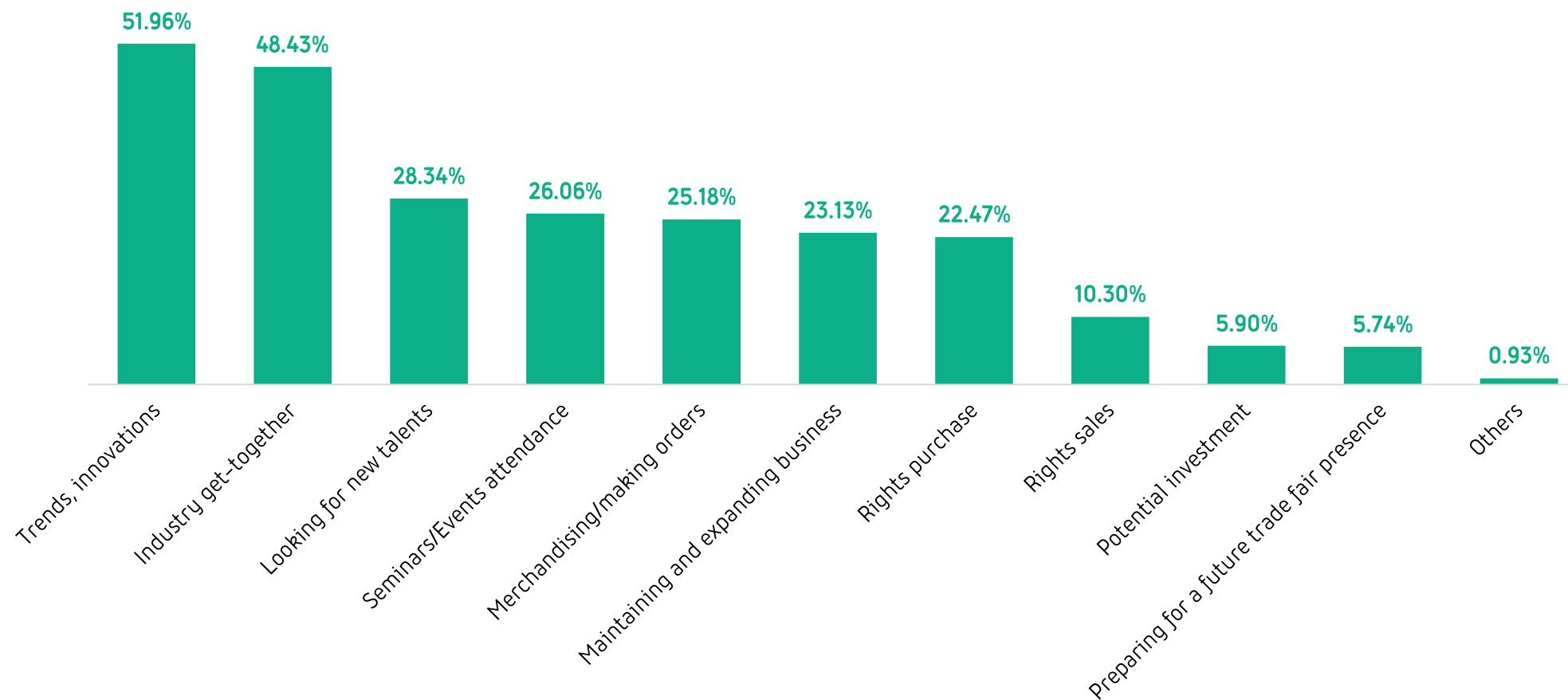
*Data source: 2024 CCBF Visitors Survey

Visitors' Nature of Business



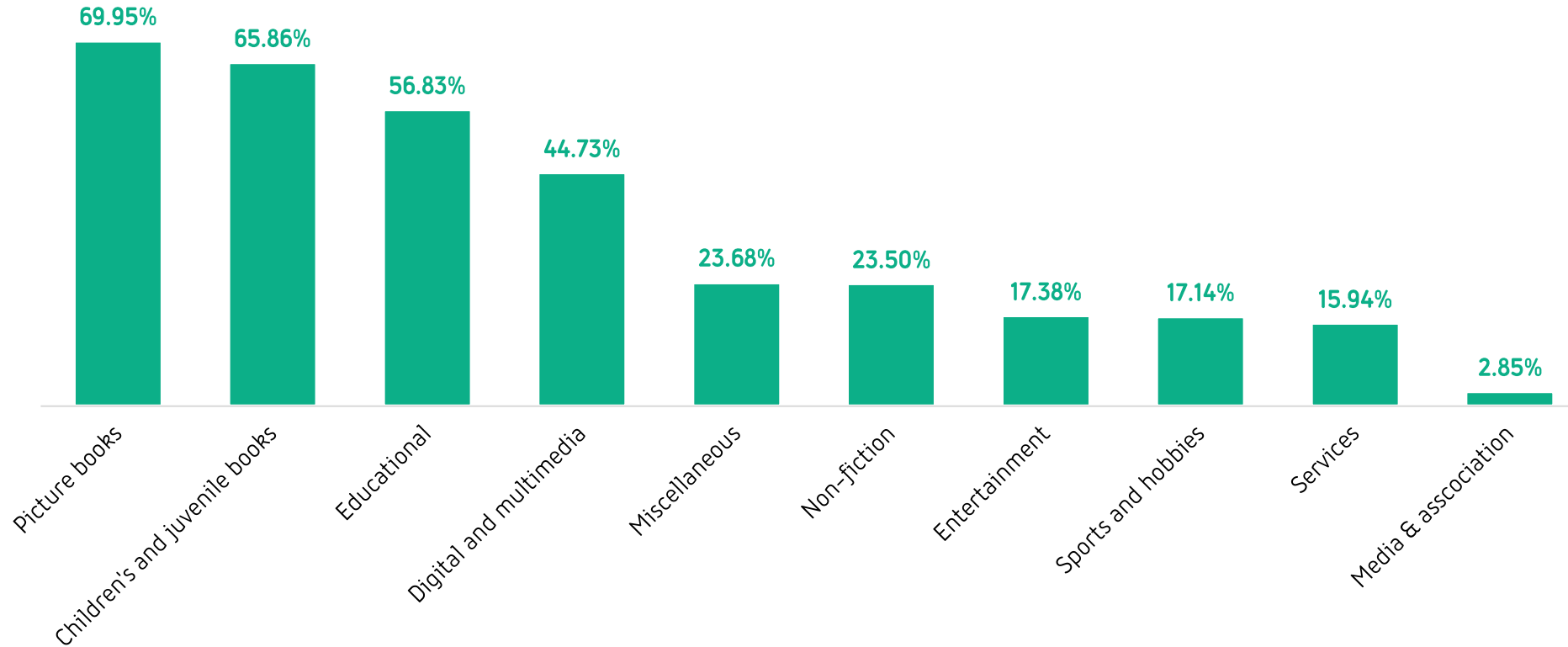
*Data source: 2024 CCBF Professional Visitor Online Registration

Purpose of Visit



*Data source: 2024 CCBF Professional Visitor Online Registration
Multiple-choice questions, response percentages exceed 100%

Visitors' Interests



*Data source: 2024 CCBF Professional Visitor Online Registration
Multiple-choice questions, response percentages exceed 100%

Programmes Review

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Official Conference and Seminars

9 Conferences and seminars

97 Speakers 1,846 Audiences

- "Children's Book Publishing from a Global Perspective" – International Children's Book Publishers Dialogue
- Children's Book Green Printing Innovation Exchange Meeting and Comparative Research Project on the Modernization of the Children's Book Printing Industry Chain in China and Abroad
- Transformation and Reshaping of Children's Publishing
- A Fabulous Wardrobe: Threads of Imagination. Where Children's Books Meet Textiles and Fashion
- The Sustainable Development of Children's Reading Spaces and Bookstores
- Marco Polo's Description of the World and its Readers: A Travel Account Mistaken for a Fantasy Book
- Opportunities and Challenges Brought by AI to the Children's Publishing Industry
- Award Winners' Series – Picture Books and the Art of Omission
- Understanding Yourself and Others – The Role of Children's Books in Social-Emotional Learning (SEL)



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Golden Pinwheel Young Illustrators Competition

- 1 2024 Golden Pinwheel Young Illustrators Competition Yearbook
- 2 Categories: Book Publishing & Commercial
- 10 International Awards
- 72 Countries and Regions Participated
- 66 Finalists
- 2,584 Illustrators Participated
- 14,067 Entries



Golden Pinwheel Young Illustrators Competition

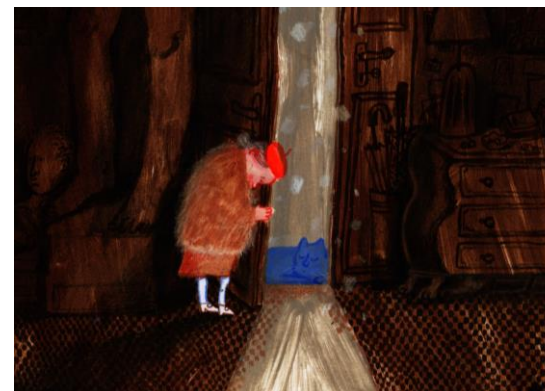
Book Publishing Category



Golden Pinwheel Grand Award
(China)

Time Machine

Heimi
(China)



Golden Pinwheel Grand Award
(International)

The Unexpected Guest

Alexandra Mîrzac
(Romania)

Golden Pinwheel Young Illustrators Competition

Book Publishing Category



Golden Pinwheel Special Mention

Winter in the Old Town

Wang Yingli
(China)



Golden Pinwheel Special Mention

The Animal that Lives in the Stone

Armando Fonseca
(Mexico)



Golden Pinwheel Special Mention

An Ominous Shadow on the Wheat Field

Parvin Heydarizadeh
(Iran)



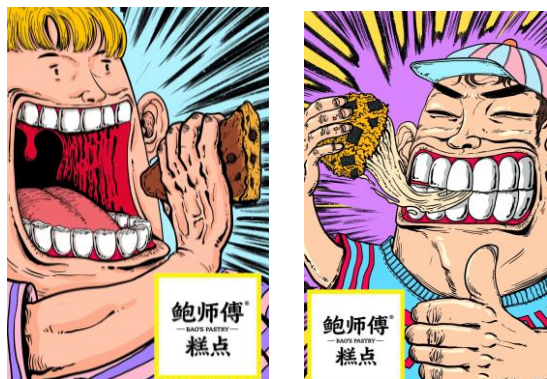
People's Choice Award

Cherries Are Turning Red Slowly

Zhao Xinling
(China)

Golden Pinwheel Young Illustrators Competition

Commercial Category



Golden Pinwheel Grand Award

Master Bao's Pastry

Zhang Jiayi
(China)



Golden Pinwheel Special Mention

Le Tanneur Christmas Season

Line Hachem
(France)



Golden Pinwheel Special Mention

Let's Ride

Lu Yanhao
(China)



Golden Pinwheel Special Mention

Crispy McBacon

Daniele Morganti
(Italy)

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Illustrators Survival Corner

15 Masterclasses

9 Workshops

27 Portfolio Reviews

2,181 Illustrators Participated



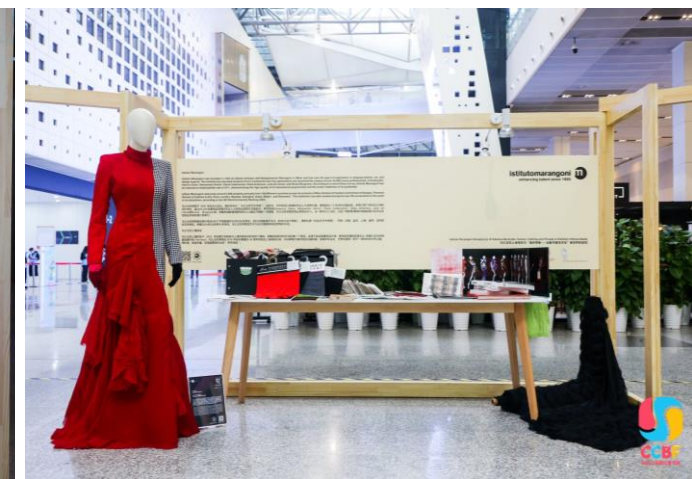
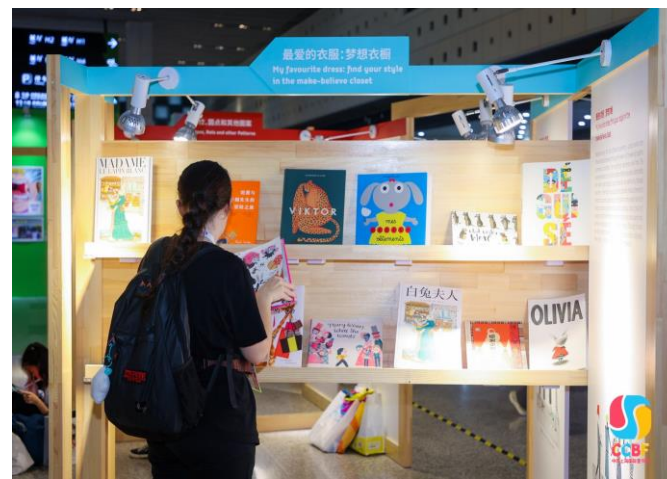
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Children Plus: A Fabulous Wardrobe. Fashion, Clothing and Threads in Children's Picture Books

21 Countries and regions

150 International titles

Supported by Bologna Children's Book Fair, the Exhibition is conceived and curated by Marcella Terrusi, Assistant Professor at the Department of Quality Life Studies of the Alma Mater – University of Bologna, Silvana Sola, Professor of History of Illustration, ISIA Urbino and Mariaelena Schiavo, International Sales and Special Projects BCBF & CCBF.



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Marco Polo: Traveller, Merchant, Storyteller

50 International titles

Supported by the Italian Cultural Institute of the Consulate General of Italy in Shanghai, and in collaboration with the Bologna Children's Book Fair, the Giannino Stoppioni Cooperativa Sociale / Accademia Drosselmeier



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Exhibitors' Events

A total of **299** book releases, promotion events and signing sessions took place on the fairgrounds and around town. In which, there are:

69 Events in the official event area and conference room

122 Exhibitor events on the booth

108 Offsite events



Media Promotion

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Media Promotion

459 Total media outlets

861 Media reports

23 Industry media from the US, the UK, Germany, Italy, and China

75 Mainstream media

268 Online media

93 Social media

The total media value reached **25.83 million** RMB

媒体合作伙伴 Media Partners

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



支持媒体
Supported Media Partners



官方合作达人 *排名不分先后
KOL List *In no particular order



*Statistics up to 5 December 2024

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Official Platforms

WECHAT



187,326

Followers

WEIBO



14,766

Followers

RED



6,164

Followers

FACEBOOK



4,943

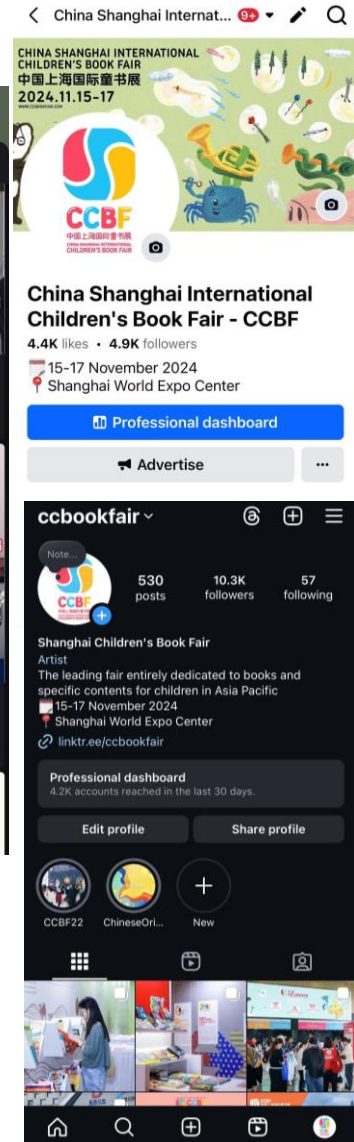
Followers

INSTAGRAM



10,412

Followers



*Statistics up to 5 December 2024

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Digital Marketing

1.38 Million Baidu Impressions

443K Google Impressions

2.18 Million Wechat Moment Impressions

3 Million Tiktok Impressions

41K Red Impressions

54K CCBF official website page views

249K cumulative SMS reach

425K cumulative EDM reach: 84.2% domestic, 15.8% international



The collage displays various digital marketing touchpoints for the 2024 China Shanghai International Children's Book Fair (CCBF). It includes a Google search result for 'china shanghai international children's book fair', a Baidu search result for '儿童书展', a WeChat Moment with a registration banner, and a Weibo post about the fair's opening. The WeChat Moment features a large yellow bird mascot and text: '2024 中国上海国际童书展 专业观众登记 现已开启 立即注册 免百元门票'. The Weibo post includes a registration banner: '2024中国上海国际童书展 专业观众登记系统现已上线' and a photo of a panel discussion.

*Statistics up to 5 December 2024

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Media Promotion Highlights



PUBLISHING PERSPECTIVES

Shanghai's Book Fair: Bright Stands, Busy Meetings

As the 11th edition of the China Shanghai International Children's Book Fair has opened its weekend run, we look at select events and dimensions.

By Patrice Anderson, Editor-in-Chief @Patrice_Anderson

New roles:
 China Shanghai International Children's Book Fair (CSIBF) has announced the following new roles for the 2024 edition:
 - China Shanghai International Children's Book Fair (CSIBF) Executive Director: Li Rui
 - China Shanghai International Children's Book Fair (CSIBF) Deputy Executive Director: Li Rui
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 - China Shanghai International Children's Book Fair (CSIBF) Deputy Executive Director: Li Rui

The 2024 Booker Winner's Agent in Asia

As the 2024 Booker Prize winner's agent in Asia, we are pleased to announce the appointment of the following agent in Asia:
 - China Shanghai International Children's Book Fair (CSIBF) Executive Director: Li Rui
 - China Shanghai International Children's Book Fair (CSIBF) Deputy Executive Director: Li Rui
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MASTERCLAS
 大师论坛

PUBLISHING PERSPECTIVES

In Shanghai: Winners of the Ninth 'Golden Pinwheel'

The Golden Pinwheel Illustration Competition this year in Shanghai has 20 international markets among its top business' wonderful work.

By Patrice Anderson, Editor-in-Chief @Patrice_Anderson

Accclaimed, Sophisticated Illustration Work

The Golden Pinwheel Illustration Competition this year in Shanghai has 20 international markets among its top business' wonderful work.

Golden Pinwheel

PW

Senior Marketing Manager, Flatiron - Macmillan Publishers - New York

Perspectives from Exhibitors at the Shanghai Children's Book Fair

By Teri Tan | Nov 15, 2024

By and large, the mood was unexpectedly upbeat at the recent China Shanghai International Children's Book Fair, which concluded its three-day run on November 17. Few exhibitors seemed fazed by the sluggish Chinese children's book market or the rampant practice of heavy discounting. After all, they have seen these happening elsewhere at one time or another.

For many, CCBF is fast becoming a venue not just to meet Chinese publishers and distributors on their own turf but also to connect with those from the Asia Pacific region and beyond, including Latin America, Russia, Turkey, and the United Arab Emirates. PW spoke with several publishers to share their perspectives on the fair and the market.

The market for English-language books in China is growing, said publisher Philippe Werck of Belgium-based Clavis, who has a workshop near Shanghai and an entire team is busy doing live-streaming e-commerce at the fair. "The rights market has also picked up. I already have several meetings with state-owned publishing houses that definitely have the means to buy rights. So I remain optimistic about this market." For Werck, books are important but people are even more important. And if you want to do business in China, you have to build the relationship, and if you are there for them during the off-peak times, they will appreciate and remember that.

Early this year, Werck launched Clavis Joy, a product line that specializes in plush toys for ages up to seven years old, with a Taiwanese partner-developer. He also collaborated with PTE International on Quin Van Deventer's Little Mouse series and created merchandise that suits the taste of the Japanese market. Werck said, "We need to explore new ways of doing business since the markets and consumers are changing so rapidly. And we need to react fast to emerging opportunities, or it will be too late."

Shanghai Children's Book Fair Wraps Up Its 11th Edition

By Teri Tan | Nov 15, 2024

The 11th edition of the China Shanghai International Children's Book Fair ended its three-day run on November 17. Post-event statistics from co-organizer BolognaFiere showed that 41,262 attended the fair, including 17,051 professional visitors. A total of 353 professional visitors, book launches, and reading promotion activities were held. Catalogue-wise, there were 497 coming from 32 countries/regions this year. Overall book sales exceeded RMB 20 million (approximately \$2.76 million) and more than 1,200 copyright negotiations were recorded.

Two unique exhibitions took center stage at CCBF this year: Marco Polo: Traveler, Merchant, Storyteller commemorated Polo's 700th anniversary by offering 50 books on his famous journey to China and back to Italy. The other exhibit, "A Fabulous Wanderer: Fashion, Clothing, and Threads in Children's Picture Books," curated 150 picture books from 21 countries that creatively combine art, literature, and fashion, and was intended to inspire children and adults alike.

As for one of CCBF's staple events, the Golden Pinwheel Young Illustrators Competition, the Grand Award for book publishing in the China and international categories went to Herzi for

BOLOGNA CHILDREN'S BOOK FAIR

31 MARCH - 3 APRIL 2024 BOLOGNA ITALY

THE BOLOGNA GRAND TOUR

Third Stop: Shanghai

CCBF

Next week, the Bologna Grand Tour stops in Shanghai for the 11th edition of the China Shanghai International Children's Book Fair, co-organized by CCBF. The event will take place from November 15 to 17 at the Shanghai World Expo Exhibition and Convention Centre, featuring a special programme of events, exhibitions, and international exhibition areas.

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR 15-17 November 2024

International Exhibitors and Lounge

CCBF is the pre-eminent professional book fair in the Asia-Pacific region, dedicated entirely to books and content for children and young people from 0 to 16 years old, with a primarily professional format. This year, it will welcome 450 exhibitors and expects 45,000 visitors. The international area organized by CCBF will include 100 publishers, both individual and collective participants, representing countries ranging from France, Belgium, Canada, Poland, and the UK to South Korea, the UAE, ... and additional regions coming from the Publishers Without Borders group. Many Italian companies will join, including participants for whom it is their first time.

PW

Senior Marketing Manager, Flatiron - Macmillan Publishers - New York

Shanghai Children's Book Fair 2024: The Chinese Children's Book Market in Brief

By Teri Tan | Nov 15, 2024

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POST

Libri

Cosa c'entra la moda con i libri per bambini

Piu' di quanto ti pensi: un po' perché le fiabe sono piene di vestiti, un po' perché chi li illustra fa anche lo stilista dei suoi personaggi

Caricamento player

La moda non è la prima cosa che viene in mente se si pensa a un libro per bambini, ma a torto gli abiti sono molto presenti nelle fiabe tradizionali e oggi chi disegna gli abiti illustra inventa i vestiti dei personaggi come farebbe uno stilista o un costumista. Capita che persone che lavorano nella moda illustrino anche libri per l'infanzia, come la francese Charlotte Gastaut, che disegna stoffe e vestiti per aziende come Prada e Fendi, e la giapponese Yuka Higuchi, che è famosa per i disegni di gattini e che ha collaborato con Gucci.

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR 中国上海国际童书展 2024.11.15-17

The leading fair entirely dedicated to books and specific contents for children in Asia Pacific

480+ Exhibitors
 30+ Countries/Regions
 200+ Publishers
 100+ Countries/Regions

Join CCBF to connect with the Asian Children's Publishing Market

LIMIT TIME OFFER: SEARCH FOR YOUR FREE VISIT

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR 中国上海国际童书展 2024.11.15-17

SET SAIL FOR THE CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR

EXPLORE LICENSING OPPORTUNITIES IN CHILDREN'S CONTENT

FOR MORE INFORMATION, CONTACT: CCBF@CCBF.COM

ROYAL SOCIETY OF CHEMISTRY

Frankfurt Book Fair

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Join in | Visit stand | 048 - Hall 4.0

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR 中国上海国际童书展 2024.11.15-17

THE LEADING FAIR ENTIRELY DEDICATED TO BOOKS AND SPECIFIC CONTENTS FOR CHILDREN IN ASIA PACIFIC

LIMIT TIME OFFER: SEARCH FOR YOUR FREE VISIT

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Media Promotion Highlights



The collage features several types of media content:

- Newspapers:**
 - News Weekly (新闻晨报):** Article titled "上海 2025 年度城乡居民医保参保登记和个人缴费期已经开始受理 个人账户家庭共济缴费范围扩大" (Shanghai 2025 Annual Urban and Rural Residents Medical Insurance Enrollment and Individual Payment Period Has Begun, and the Scope of Family共济 Payment for Individual Accounts Has Expanded).
 - Shanghai Evening News (新民晚报):** Article titled "AI 赋能生命科学, 将带来远超以往的增量" (AI Empowers Life Science, Bringing More Than Ever Before Increment).
 - Shanghai Daily (上海日报):** Article titled "上海国际童书展周五开幕" (Shanghai International Children's Book Fair Opens on Friday).
- Magazines:**
 - International Publishing Weekly (国际出版):** Article titled "第 11 届中国上海国际童书展即将开幕 推动中外童书出版合作 CCBF 再出发" (The 11th China Shanghai International Children's Book Fair is About to Open, Promoting Sino-foreign Children's Book Publishing Cooperation, CCBF Re-emerges).
 - Publisher's Voice (出版人):** Article titled "出版人谈少儿图书'走出去' 深耕中华文化沃土 创新国际表达形式" (Publishers Talk About Children's Books Going Out, Deepening the Fertile Soil of Chinese Culture, Innovating International Expression Forms).
- Social Media & Digital Content:**
 - Weibo:** Posts from "上海国际童书展" (Shanghai International Children's Book Fair) and "出版人" (Publishers) with text like "11月15日, 中国上海国际童书展开展幕, 由博尔盖图书促进会 (BolognaBookPlus) 主办的'一般图书的国际出版: 插图与设计的意义'活动成功举办" (November 15th, China Shanghai International Children's Book Fair Opens, Activity on 'General Book International Publishing: The Significance of Illustration and Design' Hosted by BolognaBookPlus).
 - Instagram:** Post titled "城市 | 上海国际童书展开幕: 353场活动, 中外童书逾2万种" (City | Shanghai International Children's Book Fair Opens: 353 Activities, Over 20,000 Sino-foreign Children's Books).
 - Facebook:** Post titled "熟悉的老人家 熟悉的行李箱 台湾85岁出版社社长 又来上海国际童书展了!" (Familiar Old Man, Familiar Suitcase, Taiwan's 85-year-old Publisher Chairman Comes to Shanghai International Children's Book Fair Again!).
- Event Photos & Videos:**
 - Photographs of the exhibition hall with various booths and displays.
 - A video titled "CCBF 2024 徜徉中外童书精品, 共筑儿童梦想未来" (CCBF 2024: Wander in Sino-foreign Children's Book Masterpieces, Building Children's Dream Future Together).

CCBF 2024 in Quotes

Quotes from Exhibitors

It was a good opportunity to introduce Korean books in CCBF with our collective stand featuring 10 Korean publishers. This year, the fair was especially lively and various visitors, publishers, and illustrators showed interest in Korean books. I hope that these exchanges through books will continue in the future.

Ahn Hye-jin (Korea), KPIPA Associate

We thoroughly enjoyed the book fair and sincerely appreciate the assistance throughout the event. Our publishers had a fantastic experience. We were also pleased to see great interest from other publishers in their titles, which is a positive sign for future collaborations. We look forward to the next edition!

**Fatima Alnabouda (UAE),
Strategic Communications Manager, Emirates Publishers Association**

For NuiNui it was the first time in CCBF and we can certainly be satisfied. Excellent meetings and new contacts which were a nice surprise. We imagined we would meet only Chinese publishers but that was not the case. The real plus was organisational, everything was just perfect.

Paolo Bianco (Italy) , Project Manager, Nuinui

CCBF is a great opportunity to meet publishers not only from China but also from other Asian countries. Some of the publishers don't visit European fairs so it was the only chance for me to meet e.g. Mongolian publishers and other companies from Asia Pacific region. CCBF is a good way to start cooperation with new business partners and to develop networking.

Marta Górska (Poland), Rights Sales Manager, Foksal Publishing Group

Quotes from Exhibitors

Starting in 2022, Jiao Jiao has been a proud participant at the China Shanghai International Children's Book Fair for three consecutive years. From a newcomer to an old friend, we continue to experience the professional organization and thoughtful services provided by the organizers. We deeply appreciate CCBF, a grand event in the global children's content arena, for bringing us closer to our audience and facilitating connections and collaborations with leading publishers and creators worldwide. We look forward to creating more moments of excitement and surprise together at the next fair!

Gan Wei (China), Head of Content Research at Jiao Jiao

We deeply appreciate the unwavering professionalism of the Shanghai International Children's Book Fair organizing committee. Through carefully curated international forums and rights trade meetings, they have provided a platform for meaningful exchanges. Special thanks for supporting Beijing Tianlue Books in hosting a signing event for Jon Klassen's *The Art of Picture Book Creation*, allowing readers to connect with a world-renowned author and enjoy a rich and inspiring reading experience.

**Yang Jing (China), Director of Children's Books,
Beijing Tianlue Books Co., Ltd.**

When Xiaoxiang Chinese characters participated in the China Shanghai Children's Book Fair for the first time in 2015, we introduced our debut product to the public. Thanks to this professional platform, we gained market recognition, and our product became a bestseller. It also paved the way for our second and third products. This year marks our ninth appearance at the fair. We are grateful to the organizers for their meticulous preparation each year and for building a bridge connecting us with our users and partners. As autumn turns to winter, we express our heartfelt gratitude to the Shanghai International Children's Book Fair.

Liu Liangpeng (China), General Manager, Xiaoxiang Chinese characters

The 2024 Shanghai International Children's Book Fair is a highly professional annual event that connects Chinese publishers with premium global publishing resources. It fosters cultural exchange and integration, broadens the horizons of Chinese publishers, and drives innovation and growth in the industry. It also serves as a platform to showcase classic children's books from around the world, inspiring children to fall in love with reading and fostering their connection to the world and the future.

**Liu Gejun (China), Head of Children's Books,
Beijing New Oriental Dogwood Cultural Communications Co.Ltd.**

Quotes from Exhibitors

As Children' Fun Publishing Co.,Ltd celebrates its 30th anniversary, we are honored to once again take part in the remarkable China Shanghai International Children's Book Fair. For us, this event is both a celebration and a commemoration. We sincerely thank the organizers for creating such an exceptional platform that fosters deep exchanges and mutual inspiration among outstanding publishing peers from around the globe. Looking ahead, Children' Fun will remain committed to the children's book industry, offering more delightful and meaningful books to children worldwide. Wishing the Shanghai International Children's Book Fair continued success and new milestones! See you in 2025 to share our love for books once again!

Shi Yan (China), General Manager, Children' Fun Publishing Co.,Ltd

This year marks the fourth year that Magnolia Kindergarten has participated in CCBF. We deeply appreciate the fair's 11 years of dedication, creating a grand celebration for children who love reading and immersing them in the enchanting world of children's books.

Xu Yan (China), Principal, Magnolia Kindergarten

Quotes from Guests

It was my first time attending the Shanghai International Children's Book Fair, and I was completely amazed by everything I experienced. One of the highlights of the fair was the Copyright Zone, a space that fosters the exchange of publishing rights between different markets. It serves as a vital hub for building connections, encouraging collaboration, and enabling stories to reach readers around the world.

The fair as a whole plays a key role in developing new readers, not only in China but globally, thanks to the diversity of international publishers it brings together. I left truly inspired by the opportunities for cultural exchange and the shared passion for children's books."

**Karine Pensa (Brazil), President,
International Publishers Association (IPA)**

CCBF is an amazing look at the love for books both on an international level and a local city level. You meet artists and publishers from everywhere in the world, but also you get to see families and artists from Shanghai itself, which feels extremely special. I was so grateful to come so far from home and get such a warm and genuine reception.

Jon Klassen (USA), Author, Illustrator

In this bookfair I met fantastic professionals, and committed students from many different places, sharing the same passion for children's literature. "Creating bonds between cultures, with passion" would be the keywords of this bookfair to me. I also had the pleasure to meet and discuss with Cai Gao and Xiong Liang, two pivotal artists who have beautiful heart and deep artistic feeling and technicity.

**Morgane Vasta (France), Freelance Mediator;
Lecturer, Epigramme & Collogram**

I had the honor of serving as a juror for the Commercial category in the 2024 Golden Pinwheel Awards. Despite being a newly added category to this prestigious award, the quantity, quality, and international scope of the works to be evaluated were truly surprising and exciting. There is one aspect I would like to highlight for the illustrators: although some authors may not have won the award, they were noticed with great attention. Who knows if this might lead to future collaboration opportunities with the publishing industry representatives that each juror represents.

**Giacomo Benelli (Italy), Co-founder and Coordinator,
Mimaster Illustrazione, Milan**

Quotes from Guests

First, the fair is growing more and more every year and the enthusiasm I found among the participants to the Survival Corner's activities is something impressive.

The Commercial category in Golden Pinwheel, introduced one year ago, this year had improved a lot in submissions' quality and also the jurors were impressed and found the winner and mentions quite easily, it's something I think will become successful in next years.

**Ivan Canu (Italy), Illustrator, designer, Writer and Director,
Mimaster Illustrazione, Milan**

The book fair is bursting with energy, and what struck me most during this exchange is how actively everyone is exploring new creative directions. It's truly inspiring and energizing.

Xiong Liang (China), Artist

I had an incredible experience at the CCBF – it was hugely inspiring, vibrant and packed with information and creativity. Taking part in a panel with some of the most influential people in the children's book world was a real honour, and I've made lots of new friends and connections. Leading a workshop was another highlight; the participants were so lovely and I found it very exciting to see the brilliant variety of artworks that came out of it. The whole trip has been wonderful and totally unforgettable from start to finish.

Emily Sutton (UK), Artist, Illustrator, Print Maker

Thank you for this beautiful invitation. It was a joy to discover the CCBF and to meet so many talented artists, and engaged agents and publishers. A special thanks to the organisers and volunteers who made this experience possible and enjoyable!

Maeva Rubli (Switzerland), Illustrator

Quotes from Special Exhibition Curators

CCBF for me was a true opening and gift of a new perspectives on Cina, on Asia, on the all planet. The vibrant energy of the venue has been curated in every details from the organizers and was the space and time were new scientific relationships, collaborations and friendship among professionals of the highest level.

As a curator of the exhibition a Fabulous Wardrobe I loved every detail of the work that was devoted by CCBF team for realizing it. I appreciated the location, the set up and the wonderful assistance of the volunteer girls.

Marcella Terrusi (Italy), Assistant Professor at the Department of Quality Life Studies of the Alma Mater - University of Bologna

It was the first experience for me at CCBF, a perfect, well-organised and interesting fair. The spaces dedicated to "A Fabulous Wardrobe" were excellent and the assistance of the girls who helped us with the setup and who followed the visitors was attentive. The setting up of the Marco Polo exhibition is beautiful. The masterclass on the history of illustration was crowded with curious students. The dialogue with international guests and Chinese professionals at the official conference dedicated to the sustainable development of children's reading spaces and bookstores was very interesting.

Silvana Sola (Italy), Professor of History of Illustration, ISIA Urbino

Quotes from Media & Buyers

Congratulations on such good results, this is a lot to be proud of and you all are very happy with it, I hope. I look forward to having this for the readers, and hope you'll have some rest coming to you soon, too -- these events are very draining for those who produce them! Many thanks again for the chance to cover this important event for our readership, and it was certainly a great pleasure to be in Shanghai.

Porter Anderson (USA), Editor in Chief, *Publishing Perspective*

The forums and conferences for domestic and international children's book publishers provided a platform for the exchange of ideas and clash of perspectives, boosting confidence and motivation for the industry during this period of transformation. The more challenging the environment, the greater the need for communication. Thank you to the 2024 CCBF for arriving as scheduled, and I look forward to an even more exciting CCBF next year.

**Ma Xuefen (China), Deputy Editor-in-Chief,
*China Publishing & Media Journal***

At CCBF, I was deeply moved by the passion of children's publishers, who use their enthusiasm to interpret classic works. What left the deepest impression on me was participating in the masterclass In Memory of the Generation of Picture Book Master ED Yang. It gave me a new understanding of a single work, the publishing industry, and myself. "Care for and refine everything about yourself. Decisively strive to do your utmost in what you love, and everything will fall into place."

Cheng Fangfang (China), Director, Kaixing Children's Bookstore

Returning to the Shanghai International Children's Book Fair, I was thrilled to see more publishers from around the world participating, with creators of children's books from home and abroad gathering under one roof. The professional forums, promotional events, and creative authors and works made me cherish and enjoy this offline professional exchange even more. In the future, I hope to continue to "be with the world and the future" with more colleagues and families, ensuring that children's reading knows no time zones.

Liu Shuai (China), Head of Puyu Bookstore

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR



14-16 November 2025
See you in Shanghai!