



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

CCBF

中国上海国际童书展

2025.11.14-16

WWW.CCBOOKFAIR.COM

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Fiere



Illustration Courtesy of Daniele Morganti, Special Mention of 2024 Golden Pinwheel Young Illustration Competition



ABOUT CCBF

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

Launched in 2013, China Shanghai International Children's Book Fair (CCBF) has quickly become an important event for the global publishing industry. Over its eleven years of development, CCBF has thrived to accomplishing its motto – *Embracing the Future*. Not only is the fair a leading copyright hub for children's books, but it is also a premium platform offering marketing solutions and crossover possibilities for a wide range of industries. Since 2018, it has entered into close cooperation with Bologna Children's Book Fair (BCBF) organised by BolognaFiere.

The 12th edition of CCBF will take place on **14–16 November, 2025** at **Shanghai World Expo Exhibition and Convention Centre (SWECC)**.

25,000

sqm
Exhibition
Area

500+

Exhibitors

45,000+

Total
Visitors

20,000+

Professional
Visitors

300+

Events



SCALE 2025

EXHIBITS CATEGORIES

ILLUSTRATED
BOOKS

CHILDREN'S
AND JUVENILE
LITERATURE

EDUCATION
BOOKS

DIGITAL AND
MULTIMEDIA
PRODUCTS

NON-FICTION
BOOKS

MISCELLANEOUS
Periodicals, Comics,
Original Books,
Stationery, etc.

SPORT AND
HOBBIES
BOOKS

SERVICE
Education Training,
Printing, Packaging, Design
Services, etc.

ENTERTAINMENT
Animation, Drama, Special
Exhibition, etc.



THE CHILDREN'S BOOK MARKET IN CHINA

An annual publication of more than **40,000** titles
A total print run of more than **800 million**
More than **300,000 titles** on sale
With sales of more than **27.46 billion USD**
A readership of **367 million** minors

According to the 2024 Chinese Retail Book Market Report issued by OpenBook, the overall Chinese book retail market was valued in **15.5 billion USD**. Children's books account for the largest proportion of the total sales of books, reaching **28.16%**.



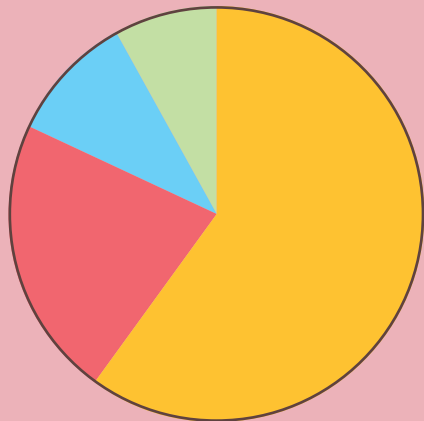
China is a large children's book publishing country with friendly publishing relations with more than **100 countries** in the world, and has made great strides towards the development of a strong children's book publishing country.

WHY DO YOU NEED TO BE AT CCBF?

- Enter one of the **most dynamic book markets** in the world
- Discover **new talents** in China and Asia Pacific
- Learn about the latest industry hotspots and trends
- Open **new business horizons** for children's contents, empower the children's book publishing industry
- Explore the vibrant culture of Shanghai



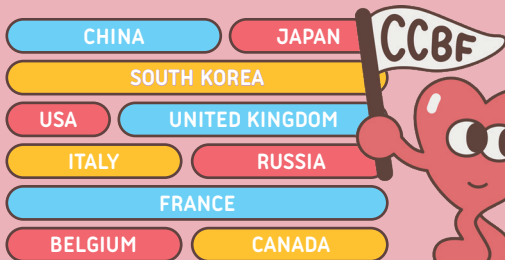
EXHIBITORS' NATURE OF BUSINESS



- **60% Publishing**
 Publishing Houses, Copyright Agencies, Content Creators
- **22% Associated Products & Services**
 Cultural Product Companies, Toy Companies, Education & Training Institutions, Digital & Multimedia & AI Companies, Licensing companies
- **10% Distribution**
 Distributors, Importers & Exporters, Booksellers
- **8% Printing**
 Printers & Packagers, Professional Service Providers



EXHIBITORS' TOP 10 COUNTRY

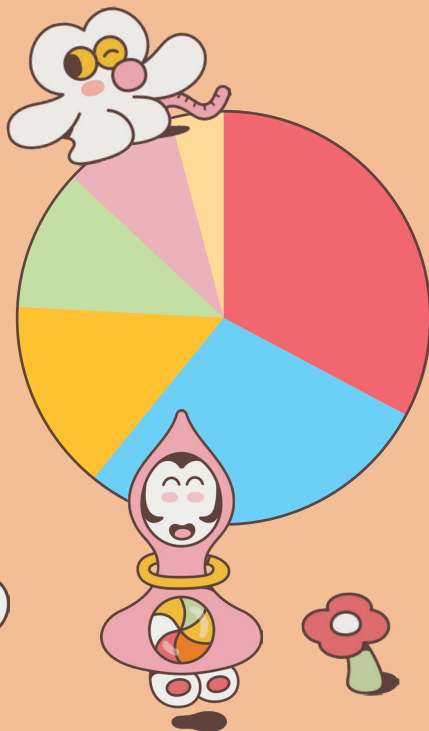


VISITORS' PURPOSE OF VISIT



VISITOR CATEGORIES

- 33% Publishers
e.g., Presidents, Editor-in-Chiefs, Rights Managers, Agents & Scouts, etc.
- 28% Reading Promoters, Education & Training Professionals
- 15% Distributors, Importers & Exporters
- 11% Illustrators, Writers, Translators & Designers
- 9% Content Developers, Digital & Multimedia Professionals, Licensors & Licensees
- 4% Media & KOLs



COMMUNITY NETWORKING



187,326 Wechat followers



4,943 Facebook followers



14,766 Weibo followers



540,580 Website page views



6,164 RedNote followers



10,412 Instagram followers



110,000+ E-newsletter subscriptions worldwide

*Statistics up to December 2024

FEATURED AREAS

BOP – BOLOGNA PRIZE LOUNGE

This area is dedicated to the worldwide winners and finalists of the **BOP – Bologna Prize** for the Best Children's Publishers of the Year. The BOP Prize annually acknowledges the most significant publishers in each of the six areas of the world: Africa, Central and South America, North America, Asia, Europe and Oceania.



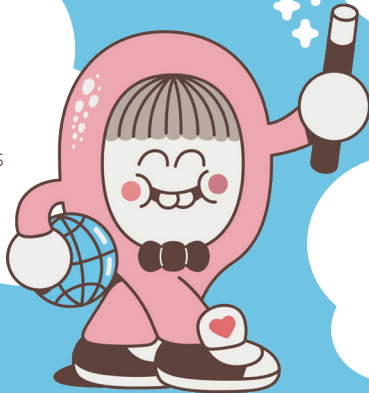
STREGA PRIZE LOUNGE

The Strega Prize Lounge is open to winners and shortlisted publishing houses of the **Premio Strega Ragazze e Ragazzi** – the children's special section of the most important Italian literary Prize.



REGIONAL LOUNGE

The Regional Lounge will focus on two key areas: **the Asia Pacific New Entry Lounge** and **the Belt and Road Lounge**. Designed to highlight distinguished publishing houses from these regions, known for their editorial excellence, the space will foster meaningful networking and partnership.



RIGHTS CENTRE

Literary Agents and Scouts will be welcomed at CCBF Rights Centre, which is located in the Copyright Zone, and a turn-key opportunity to experience CCBF at 360°.

ACCOMPANYING PROGRAMMES



Conferences and Seminars



Golden Pinwheel Young Illustrators Competition



Illustrators Survival Corner



Children Plus



Illustrators Avenue



Exhibitors' Events and Connecting the City



Shanghai Visiting International Publishers Programme



Approved by
Shanghai Press
& Publication
Administration



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



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