

**Great success for the sector's leading international event**

**THE FIGURES UNDERLINE THE GLOBAL LEADERSHIP OF THE BOLOGNA CHILDREN'S BOOK FAIR**

**Bologna Children's Book Fair  
The first edition of the *STREGA PRIZE RAGAZZE E RAGAZZI***

This year was a great success for the Bologna Children's Book Fair: from the 4<sup>th</sup> to the 7<sup>th</sup> April, BolognaFiere welcomed illustrators, authors, exhibitors, artists, producers and developers from all over the world. **Visitor numbers were up by 9.2% compared with last year: an increase of +16.8% in the number of foreign visitors and +4.1% Italian visitors. These figures confirm the key international role of the Bologna Children's Book Fair.**

**Over 160 appointments** in the halls of the Fair and in the spaces of the Digital Café, Illustrators' Café, Authors' Café and Translators' Café; **6 exclusive exhibitions** at the BolognaFiere Service Centre and many more in the city; **20 prizes and tens of honourable mentions, in addition to 15 thousand titles** from all of the world on sale at the exclusive International Bookshop. **1278 exhibitors from 74 nations and 856 journalists from 40 countries.**

The 53<sup>rd</sup> edition of the Bologna Children's Book Fair saw the best of global publishing meet, debate and discuss the latest developments in the sector and the future outlook. Not just books at the Bologna Children's Book Fair: in a year in which the digital sector is flourishing, for the first time the Fair dedicated an entire pavilion to multimedia in children's publishing, with a greater focus on the future, also confirming its role as an important international platform dedicated to the whole sector for children and teenagers, on the printed page and the web, from Apps to audio-video. **BOLOGNA DIGITAL MEDIA** included exhibitors from diverse countries as well as some leading international brands, such as Google, The Walt Disney Company and Microsoft. The event enjoyed a very positive response from the attending professionals from the sector.

This year the Bologna Children's Book Fair celebrated the 50<sup>th</sup> edition of the Illustrators' Exhibition, presenting fifty artists that have made the history of the Exhibition and have gone on to become part of illustration history. **"Artists and Masterpieces of Illustration. 50 illustrators' Exhibitions 1967-2016"** included an exhibition and a book recording the evolution of illustrated children's books and the latest trends.

There were also some new initiatives: the Bologna Children's Book Fair was the stage for the first ***STREGA PRIZE RAGAZZE E RAGAZZI***, which was awarded on Wednesday afternoon to Susanna Tamaro and Chiara Carminati.

There was notable success also for **Germany, the Country Guest of Honour** for this year's edition. With 44 events including debates, presentations, workshops, meetings in schools and exhibitions organized both at the Fair and in the City, the programme centred around 42 authors and illustrators, who were invited by the organizers of the German contribution, Frankfurter Buchmesse and the Goethe-Institute in Italy with the support of the German Ministry of Foreign Affairs. The opening ceremony was attended by Minister of State Michael Roth

There were also important results for the **online channels of the Bologna Children's Book Fair**, which enjoyed a global success: on the new website the number of visits was double those of last year's event (**+112%**) with an increase of **+ 81%** in single users and **+131%** in pages viewed, with peaks of over 900 single users and an average of 13,000 pages viewed per day. The 6 active social channels recorded results that exceeded those of the international competitors: **Facebook with 20.000 fans, +8.200** new 'likes' for the 2016 edition alone with a total coverage of **890.000 (+262%** on last year); **6.272** Twitter followers who followed the 75 events that were Tweeted live. Great results also for Instagram (2.437 followers **+245%** on 2015 and **1.240 photos posted with the hashtag #BCBF16**) while LinkedIn counted 4.375 members.

The **BOLOGNA LICENSING TRADE FAIR** also enjoyed significant success. From the 4<sup>th</sup> to the 6<sup>th</sup> April 58 exhibitors, from 15 countries and representing 800 brands, welcomed professionals from the sector: pavilion 31 was sold out.

The 54<sup>th</sup> edition of the **Bologna Children's Book Fair is due to take place in 2017 from the 3<sup>rd</sup> to 6<sup>th</sup> April.**

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