

**BOLOGNA CHILDREN'S BOOK FAIR and PUBLISHERS WEEKLY PRESENT  
THE GLOBAL KIDS CONNECT CONFERENCE**

**NEW YORK 2<sup>ND</sup> DECEMBER 2015**

The intense international activities of the **Bologna Children's Book Fair** continue. Following on from the inauguration in Madrid of the Exhibition "Illustration for Children. Italian Excellence", which will move on to Berlin in 2016, on **2<sup>nd</sup> December** the Fair organised the **Global Kids Connect Conference in New York** with the prestigious American journal *Publishers Weekly*.

**Global Kids Connect Conference** is one of the most interesting steps of the activities of in-depth analysis and study of the sector that BolognaFiere, with the experience of the Bologna Children's Book Fair, organises in numerous countries, collaborating closely with highly qualified partners from the publishing world. Thanks to the partnership with *Publishers Weekly*, a reference magazine for the sector of international publishing, Bologna Children's Book Fair will bring the debate to the heart of New York, a hotbed of children's literature.

Aimed at those working in the world of publishing and content for children, the conference is a day of discussions and debate with leading professionals and global experts from the sector of children's books, a field of publishing that today offers unprecedented opportunities for growth and expansion, but also requires new skills and knowledge. The sector of children's publishing has been growing substantially for years all over the world, a trend in direct contrast to the difficulties experienced by the publishing world in general.

**Global Kids Connect Conference** attempts to respond to the numerous questions that are arising on a global level: the possibility for small and medium sized publishers to export their books or get to know emerging markets such as China; the identification of international sales channels including those online and on social media platforms; the establishment of international partnerships. Such themes do not relate solely to market trends but also to cultural issues, not least the question of the selection of editorial content and the importance of translated literature.

Discussing these themes are a number of **excellent speakers** including **Kate Wilson** of Nosy Crow, **Dylan Collins** of SuperAwesome, **Christopher Franceschelli** of SmartInk Books + HandPrint Books, **Eric Huang**, Development Director of Made in Me (for the themes of international channels and online sales and social media platforms), **Paolo Canton** of Topipittori (who will speak on the subject of translation) and critic **Leonard Marcus**, who will explore the cultural crossovers of publications for children with in a local context for a global market (glocal).

**GLOBAL KIDS CONNECT CONFERENCE Future models for success in children's publishing  
New York City, 2<sup>nd</sup> December 2015**

The complete programme on [globalkidsconnectcon.com](http://globalkidsconnectcon.com)

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