

## THE BOLOGNA CHILDREN'S BOOK FAIR NETWORK

### **New York Rights Fair and China Shanghai International Children's Book Fair: two new chapters in the international activities of the Bologna Children's Book Fair**

Following a pattern that BolognaFiere has developed for other world leading events, this year the Bologna Children's Book Fair is expanding its scope – thus completing its development strategy and consolidating its position in the field of professional events for the publishing industry – by opening two new important chapters in the most interesting markets at international level, namely the **United States** and **China**.

Don't miss these two events during the fair: **Monday, March 26 at 12 noon, at Pavilion 26, Stand A140**, press conference dedicated to the 6th edition of **CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR**, announcing **BolognaFiere as the co-organiser** as well as launching the Chen Bochui International Children's Literature Award; whereas the **New York Rights Fair** and **China Shanghai International Children's Book Fair** celebration cocktail is scheduled on **Tuesday, March 27<sup>th</sup> at 5 pm** at the Bologna Children's Book Fair Event Network stand (Service Center, Block C).

#### **NEW YORK RIGHTS FAIR (NYRF) - May 30 - June 1, 2018, New York, Metropolitan Pavilion**

BolognaFiere partners with **Publishers Weekly**, the international information platform of the publishing industry, and **The Combined Book Exhibit**, a leading American company for promotion and editorial marketing, to create **NYRF**, making it the **first United-States based** professional event for the **copyright market and the distribution of entertainment for adults, children and adolescents** on any support: **print, audio, TV, cinema and digital**. In the world capital of entertainment, where all major as well as independent publishing houses, literary agents and scouts mix with the film industry and the digital world on a daily basis, the NYRF offers a vibrant and unique **copyright market** for the international publishing community. The new event will include countless cultural initiatives to promote international titles on the American market; an intense programme of events will showcase the artistic impulse, creativity and innovation of the publishing community at international level, creating a global village to inspire, shape and connect the international media industry.

#### **CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR - November 9-11, 2018, Shanghai World Expo Exhibition and Convention Centre**

**The China Shanghai International Children's Book Fair (CCBF) is the only fair in the Asia Pacific region** and the only event in the world that can be assimilated to the Bologna Children's Book Fair in being **focused exclusively on children's publishing** and with a predominantly professional format. CCBF, which can already boast five successful past editions, has quickly established itself as a professional event of great importance, a unique opportunity for the world publishing industry to learn about the Chinese literary production for children and **exchange copyrights** with a market growing by **15% annually and a target of 367 million children and adolescents**. The exhibition is attended by all top Chinese children's books publishers and by a large number of international exhibitors. Co-organiser BolognaFiere will provide its consolidated network of relationships, experience and unique atmosphere, increasing the participation of international publishers and enlarging the cultural programme with meetings, exhibitions and awards while combining copyright and cultural exchange with professional updating. The fair offers a significant contribution to the development and worldwide success of Chinese children's publishing by becoming the professional reference event for children's publishing throughout Far East Asia, a region that has always produced publications of great quality along with outstanding authors and illustrators.