



## 2021 China Shanghai International Children's Book Fair (CCBF) Postponement Announcement

Dear Exhibitors, Partners, Guests, Visitors, and Friends,

Due to the recent situation of the epidemic control in China, and in order to ensure the health and safety of all our exhibitors and visitors, the 9th China Shanghai International Children's Book Fair (CCBF), originally scheduled from 19 to 21 November at the Shanghai World Expo Exhibition & Convention Centre, **is postponed to 20 to 22 March 2022 at the same venue.**

These new dates coincide with the 59<sup>th</sup> Bologna Children's Book Fair (BCBF) held in Italy from 21 to 24 March 2022. For the first time, the two major professional children's book fairs will connect East and West through brand new real-time events.

By mobilizing their wide array of resources, the two fairs will organize joint activities in copyright trade, book promotion and illustration so that participants can network efficiently through time and space.

We would like to express our most sincere apologies for the inconvenience this unavoidable postponement may cause. Yet, we are convinced that the new situation will bring exciting opportunities to create a good exhibition and a fruitful business environment for all participants.

In the meantime, the CCBF online matchmaking system remains available from 8 to 30 November 2021. Please register at <https://connect.ccbookfair.com/> to book your online appointments.

CCBF is approved by Shanghai Press & Publication Administration, organised by Shanghai Xinhua Distribution Group Co., Ltd., China Education Publishing & Media Group Ltd., and China Universal Press & Publication Co., Ltd., co-organised by Ronbo BolognaFiere Shanghai Ltd., partnered with BolognaFiere S.p.A. and Bologna Children's Book Fair. Launched in 2013, CCBF has quickly become an important event for the global publishing industry. It is the only fair fully dedicated to books and specific contents for children aged from 0 to 16 in Asia Pacific.

The CCBF team will continue to provide you with high-quality services while putting your health and safety first. Please keep in touch with our team and follow the latest news via the CCBF official website and social media accounts.

Together, we can make children's book publishing industry stronger and more vivid than ever.

Best regards,

China Shanghai International Children's Book Fair Organising Committee



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