

BOLOGNA ANNOUNCES SIGNIFICANT CHANGES TO THE RIGHTS CENTRE FOR MARCH 2023

September 9th 2022: In an exciting move to support publishers and rights trading across the world, Bologna today announces that the current BCBF Agents Centre is expanding its offering to exhibiting publisher Rights Professionals across the industry, to include adult general trade publishing in addition to children's. As Bologna celebrates its 60th birthday, the change charts another milestone in the book fair's evolution.

Commenting on the changes, **BCBF Director Elena Pasoli** says: *'Our BCBF Agents' Centre has enjoyed great success over many years and it seems a logical next step in its development that we welcome a broader audience from Rights Trading communities. Offering new opportunities to the wider publishing industry is a great way of celebrating a milestone birthday for Bologna'*

Guest Director, BolognaBookPlus Jacks Thomas adds: *'This is a great opportunity for BolognaBookPlus general trade rights professionals who can now sit alongside their children's publishing counterparts in the vibrant Bologna Rights Centre – a great addition to the overall BBPlus offering.'*

Rights trading is firmly at the heart of books fairs. As part of Bologna's commitment to this essential part of the publishing eco-system, the birth of the digital Global Rights Exchange (GRE) during the pandemic enabled exhibitors and visitors to continue to showcase, discover and trade rights across the world, despite being unable to meet face-to-face.

The GRE, comprising BCBF, BBPlus and Bologna Licensing Trade Fair, continues to offer the international publishing community 365 support and the opportunity to ensure that the Rights Centre can play its part throughout the year, as well as bringing people together for the all-important, in-person exploration and networking meetings each year in Bologna, in March.

Bologna's heritage of culture, lifestyle, and of course, the premium children's book fair is renowned the world over. This latest announcement in its evolution signals the move to Bologna the brand, encompassing all that publishers can benefit from annually in March. Whether children's, adult or education publishers, comprehensive rights trading, training events, exhibits, and networking across the board are now the new Bologna enhanced experience.

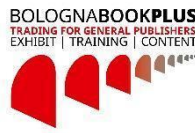
Bologna Book Fair takes place 6th – 9th March 2023. For further information please go to www.bolognachildrensbookfair.com

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Notes to Editors:

About Bologna

Three global book events for international rights and licensing trading takes place annually in the eponymous Italian city where culture meets style and commercial relationships are created.

About Bologna Children's Book Fair (BCBF)

The Bologna Children's Book Fair is the world's leading trade show dedicated to the children's publishing and content industry, attracting 1,500 exhibitors and around 30,000 professional visitors from around 100 countries. BCBF celebrates its 60th year in 2023. It brings a unique and diverse global audience, every year to Bologna (Italy) made of publishers, agents, developers, illustrators, authors, booksellers, librarians and all the other professionals involved not only in the book, but also in the multimedia and licensing businesses for children's content.

About BolognaBookPlus (BBPlus)

BolognaBookPlus was launched in 2020 by BCBF/BolognaFiere, in collaboration with the Italian Publishers Association (AIE), to reach a general publishing audience via a three-day exhibit, training and conferences - among other opportunities - taking place alongside the acclaimed Bologna Children's Book Fair 6-9 March 2023. Working closely with the Bologna team, BolognaBookPlus is led by Jacks Thomas as Guest Director, supported by a UK team.

About Bologna Licensing Trade Fair/Kids (BLTF/Kids)

The BLTF/Kids is an integral part of the Bologna Children's Book Fair. Located at the heart of the fair, the 6th edition will be held from 6-9 March 2023. Bringing together the major international licensing and entertainment players, BLTF/Kids features more than 600 brands, the Licensing Retail Lounge, the Fashion Product Showcase, and an area dedicate to Licensees looking for new retail deals.

About BolognaFiere

BolognaFiere S.p.A. is a leading European exhibition organizer with over 85 events. As a world leader in trade shows across a number of different sectors—including art, children's publishing, cosmetics, agribusiness, construction and design—BolognaFiere has developed a cutting-edge portfolio of international exhibitions in key Russian, North American and Asian markets, including China with eight exhibitions already established.

Press Office Bologna Children's Book Fair

Lisa Oldani +39 349 4788358 – annalisaoldani@gmail.com
Claudia Tanzi +39 340 1098885 – ct.claudiatanzi@gmail.com

BolognaFiere - Communication and External Relations Manager

Isabella Bonvicini, tel. + 39 051 282920 – cell. + 39 335 7995370 – isabella.bonvicini@bolognafiere.it

BolognaFiere SpA Press Office

Gregory Picco, tel. +39 051 282862 – cell. +39 3346012743 - gregory.picco@bolognafiere.it

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