

BOLOGNA CHILDREN'S BOOK FAIR



IMMERSE
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IN CHILDREN'S
CONTENT

8-11 APRIL
2024
BOLOGNA
ITALY



THE 61ST BOLOGNA CHILDREN'S BOOK FAIR

THE SUPPORT OF ITA-ITALIAN TRADE AGENCY AND THE ITALIAN MINISTRY OF FOREIGN AFFAIRS AND INTERNATIONAL COOPERATION

All the initiatives to promote business opportunities and foster trade between Italian and global publishing

Bologna Children's Book Fair - BCBF is the global reference point for professionals in the children's publishing sector. To facilitate the participation of professionals from the main international markets, the 2024 edition of BCBF will once again enjoy the support of the **Ministry of Foreign Affairs and International Cooperation (MAECI)** and **ITA-Italian Trade Agency** with the broader aim of promoting business opportunities between national and global publishing, supporting research initiatives and showcasing new trends in publishing for children and young people.

Thanks to the collaboration of the ITA-Italian Trade Agency offices in various countries and the funds allocated for the Bologna Children's Book Fair 2024, the fair is providing a hospitality programme and specific services for selected operators. First and foremost, this support demonstrates the confidence in the export and international promotion of *made in Italy* books and creativity at the Bologna Children's Book Fair, a unique reference point in the global landscape of publishing and content for children and young people.

The promoted initiatives include a return of **Spotlight on Africa**, the area dedicated to the African publishing market that will include panels conducting in-depth analysis of this booming sector, space for professionals and exhibitors as well as valuable opportunities for mutually beneficial interactions with Italian publishers. The same aim, to promote fruitful exchanges of ideas, rights and visions, is served by the **World Lounge**, the collective exhibition area that will be welcoming a large delegation of publishers from various countries, identified through meticulous scouting activities carried out with the collaboration of ITA-Italian Trade Agency offices.

Another returning appointment that is open to new content and the analysis of a rapidly growing sector is the **Comics Corner**, the exhibition area specifically for comic book publishers and aimed at bringing together publishers from Italy and beyond that are interested in the latest developments in the Italian comic book market, with meetings and opportunities for discussions open to professionals from all over the world.

The three areas refer to the large Incoming programme supported by the Ministry of Foreign Affairs and International Cooperation (MAECI) and ITA-Italian Trade Agency: 140 high level foreign professional operators have been invited from European and non-European countries to consolidate BCBF's image as a reference point for the most important buyers



Bologna:
three global events
for the international
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in the publishing sector and as an international marketplace for Italian publishing exports. Direct contact with Italian publishers is facilitated by the **matchmaking activity** carried out in collaboration with the Italian Publishers Association - AIE.

Thanks to ITA-Italian Trade Agency and the Ministry of Foreign Affairs and International Cooperation - MAECI, BolognaBookPlus - the initiative created in cooperation with AIE and dedicated to generalist publishing - also returns to the BolognaFiere pavilions with the **Italian Publishers' Pavilion**: the collective stand open to the participation of Italian exhibitors and created in cooperation with AIE.

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