



BOLOGNA CHILDREN'S BOOK FAIR

BOLOGNAFIERE AND THE BOLOGNA CHILDREN'S BOOK FAIR IN CHINA FOR THE 10TH EDITION OF THE CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR

Co-organisers of the Asia Pacific area's only trade fair dedicated to children's books, the leading event in an increasingly growing market segment that already made up 28% of the area's publishing industry in 2022

In 2018 **BolognaFiere** (one of the world's leading trade fair operators, active in Europe, Asia and America), together with the **Bologna Children's Book Fair (BCBF)** began a new important chapter in its activities by becoming co-organiser of the **China Shanghai International Children's Book Fair (CCBF)**, the only fair in the Asia Pacific area dedicated entirely to books and content for children young people.

And it did so on the strength of Bologna Children's Book Fair's almost sixty years of experience in the field of children's and young people's publishing, and trusting the vast growth potential of the Asia Pacific market: BolognaFiere wanted to put its know-how at the service of this development. **Just five years later, the numbers bear out this vision, confirming a substantial increase, among other things, in international attendance.**

Indeed, data from OpenBook demonstrates how growth has been exponential: while in 2012 the kids market in China accounted for less than 20% of the total publishing market, **by 2022 it had reached 28.62 %, making it the largest and fastest growing segment of the entire publishing industry.**

CCBF is the only event worldwide with a profile similar to that of the Bologna Children's Book Fair, focused exclusively on publishing for children and with a predominantly professional format. Established in 2013, the Shanghai fair has rapidly become a key event for the global publishing industry. With nine editions behind it, the fair has established itself as an unmissable appointment for the trade in children's book rights, playing an essential role in the promotion of children's literature and the culture of reading.

The Bologna Children's Book Fair is, therefore, preparing to celebrate the first ten years of CCBF, from **17 to 19 November 2023** at the **Shanghai World Expo Exhibition and Convention Centre (SWEECC)**. As part of the celebrations BCBF is bringing to China the exhibition "**Beauty and the World**", curated by Giorgia Grilli (Associate Professor of Children's Literature at the University of Bologna) and produced by the University of Bologna in partnership with BCBF. The exhibition presents a splendid journey through the best non-fiction books for children, the result of a fifteen-year research project aimed at the international publishing market. In addition to the exhibition, the celebrations in China will also feature the Illustrators Survival Corner, curated by Mimaster Illustrazione, one of the initiatives at the Bologna Children's Book Fair most popular with the professional public and now open to young illustration talents from the Asia Pacific area.

Ten years is the first milestone, and one that encourages us to look to the future with even greater confidence and commitment to promoting reading and publishing that is increasingly high quality and open to the world.

The China Shanghai International Children's Book Fair is 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. and promoted by the BolognaFiere Group.

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