



**BOLOGNA  
CHILDREN'S  
BOOK  
FAIR**



**31 MARCH  
3 APRIL  
2025  
BOLOGNA  
ITALY**

With the support of



[madeinitaly.gov.it](http://madeinitaly.gov.it)



## **THE 62<sup>ND</sup> BOLOGNA CHILDREN'S BOOK FAIR**

**Bologna Children's Book Fair expands its lineup of business areas business, from comics to the game industry, not to mention TV and film rights**

Chief among the core objectives of Bologna Children's Book Fair is to identify new market trends and develop initiatives to support their development, taking advantage of the fair's role as one of the foremost showcases for publishing worldwide. This is why the fair created two extension events, **BolognaBookPlus**, for generalist publishing, and **Bologna Licensing Trade Fair/Kids**, for children's brands, this year in their fifth and eighteenth editions respectively. Two responses to the needs of an increasingly broad publishing market that is interconnected with other new sectors, created to offer the international community gathered at BCBF the opportunity to **interface with every aspect of the book supply chain**.

The goal of making Bologna an increasingly important meeting point for professionals from all over the world who work in the children's book sector and other areas of publishing, has also given impetus to the creation of new business areas in recent years. These are genuine meeting points for professionals who, at the exhibition halls of BolognaFiere, find countless ideas and inspiration to develop new projects, thanks to the trade in publishing rights and intellectual property for films, games, video games and products for children and teenagers.

### **TV/FILM RIGHTS CENTRE**

For around twenty years, BCBF has been welcoming TV / film producers and professionals from that sector in search of new stories and characters to turn into television, film and animation productions. The commitment invested in recent years by BCBF and BLTF/Kids in promoting transmedia meetings, thus extending the trade in publishing rights beyond the book market, has led to the creation of the TV/Film Rights Centre, which launched at the 2024 edition. Created as part of the Bologna Licensing Trade Fair/Kids, the business area aims to encourage the discovery of new IP based on books by proposing matchmaking opportunities between producers and the publishing world, with over 400 meetings hosted at the first edition.

### **GAMES BUSINESS CENTRE**

For some time now, visitors to the TV / Film events have also included professionals from the game industry: for this reason, the Bologna Children's Book Fair and the **Frankfurter Buchmesse**, in their role as the industry's leading book fairs, began a partnership in 2024 to launch the brand new Games Business Centre. One the major new features at BCBF 2025, this is a space dedicated to bridging the gap between the publishing and gaming industries, completing BCBF's book-to-screen offering. In addition, a programme of events will explore current issues such as cross-media rights and the role of the gaming sector in creating content for the general public, from children to adults.

### **COMICS CORNER**

Comics Corner is the BCBF business area specifically for specialist and non-specialist publishers of comics and graphic novels. Created in response to the rapid growth of this sector, in 2024 the event hosted more than 700 B2B meetings, confirming its role as a dynamic hub and a unique meeting point that provides an overview of the international comics scene. Comics Corner boasts an extensive calendar of themed meetings with industry experts, to explore new trends and possibilities for future developments.



#### **BolognaFiere spa**

Viale della Fiera, 20 - 40127 Bologna, Italia  
Tel. +39 051 282 111 - Fax +39 051 6374004  
segreteria.generale@bolognafiere.it  
PEC bolognafiere@pec.bolognafiere.it  
Capitale sociale € 194.811.457 i.v.  
C.F. - PIVA e Reg. Imp. BO 00312600372 - REA BO367296

#### **Segreteria organizzativa/Show Office**

Tel. +39 051 282111  
Fax +39 051 6374011  
bookfair@bolognafiere.it  
[www.bolognachildrensbokfair.com](http://www.bolognachildrensbokfair.com)



**BOLOGNA  
CHILDREN'S  
BOOK  
FAIR**



**31 MARCH  
3 APRIL  
2025  
BOLOGNA  
ITALY**

With the support of



[madeinitaly.gov.it](http://madeinitaly.gov.it)



## RIGHTS CENTRE

The Rights Centre is the hub for the trade in copyrights for all literary agents, scouts and publishing professionals. Welcoming 200 professionals from all over the world, it is open to agents of children's and teen literature as well as those for generalist publishing, in addition to exhibiting publishers at BCBF and BBPlus. The Rights Centre is supported by the **Global Rights Exchange**, an online platform born at the beginning of the pandemic to support rights exchanges in the absence of the in-person fair, and later further specialized and expanded to facilitate interaction and the trade in publishing rights between publishers from all over the world, even once the fair has finished.

## AUDIO, TRANSLATION, TOYS: MATCHMAKING IN BOLOGNA

Finally, completing the lineup of business areas in Bologna is the **Centro Traduttori (Translators' Centre)**, a dedicated space for translators or those intending to specialise in the translation of children's literature, with meetings, seminars and important collaborations, such as the partnership with CEATL - Conseil Européen des Associations de Traducteurs Littéraires, with which BCBF has been cooperating since 2022, and which will play a central role at the event "**Translating and circulating children's books. State of play and way forward**"; and also the **Audio HQ**, a space dedicated to audiobooks as part of BBPlus.

The new BLTF/Kids lineup also includes the **Arts Licensing Area**, a new exhibition space designed to bring together the worlds of licensing and illustration.

Furthermore, a new service has been made available to exhibitors at the three fairs and to the many **visitors from the retail sector**, especially those interested in the toy and licensing areas. A new **personalised matchmaking platform** aimed at facilitating meetings between publishers, professionals and companies (licensing and non-licensing) taking part in the BolognaFiere exhibition halls has been made available to enable its users to optimize business and networking opportunities.



### BolognaFiere spa

Viale della Fiera, 20 - 40127 Bologna, Italia  
Tel. +39 051 282 111 - Fax +39 051 6374004  
segreteria.generale@bolognafiere.it  
PEC bolognafiere@pec.bolognafiere.it  
Capitale sociale € 194.811.457 i.v.  
C.F. - PIVA e Reg. Imp. BO 00312600372 - REA BO367296

### Segreteria organizzativa/Show Office

Tel. +39 051 282111  
Fax +39 051 6374011  
bookfair@bolognafiere.it  
[www.bolognachildrensbookfair.com](http://www.bolognachildrensbookfair.com)