



**BOLOGNA
CHILDREN'S
BOOK
FAIR**



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2025
BOLOGNA
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THE 62ND BOLOGNA CHILDREN'S BOOK FAIR

The support from ITA - Italian Trade Agency and the Italian Ministry of Foreign Affairs and International Cooperation (MAECI): all the initiatives to promote business opportunities and exchange between Italian and global publishing

Bologna Children's Book Fair (BCBF) is the global reference point for professionals in the children's publishing sector. In recognition of this role at the forefront of the industry, and to facilitate the participation of professionals from the main international markets, in addition to guest speakers and journalists from all over the world, the 2025 edition of BCBF will once again enjoy the support of the **Ministry of Foreign Affairs and International Cooperation (MAECI) and ITA-the Italian Trade Agency with the aim of promoting business opportunities between national and global publishing.**

BCBF organises an important Incoming programme supported by ITA - Italian Trade Agency and the Ministry of Foreign Affairs and International Cooperation (MAECI). Their valuable support brings to the fair **more than 100 foreign publishers carefully selected from around the globe** to take part in business meetings with exhibitors, and in particular with Italian publishers, through a matchmaking programme organised by the Italian Publishers Association (AIE). This initiative also consolidates the Bologna Children's Book Fair's image as a reference point for the main buyers in the publishing sector and as an international market for Italian publishing exports.

The international publishers invited to the Fair, identified following a careful scouting activity carried out with the assistance of the various ITA Agency offices, exhibit in three areas: the **World Lounge**, the collective area that welcomes a large delegation of publishers from different countries; the **Comics Corner**, the area focusing on comics, with meetings and discussions open to professionals from all over the world; **BolognaBookPlus**, the area for generalist publishing, created in collaboration with AIE; and the **Italian Publishers' Pavilion**, the collective stand open to the participation of Italian exhibitors, also created in collaboration with the Italian Publishers Association.

The support from ITA and MAECI goes beyond the period of the fair: for the last four editions crucial support has been provided in the organisation of the **Bologna Grand Tour**, which the fair undertakes between the end of the Bologna event and the beginning of the next edition, bringing a "taste" of its reality to various book fairs around the world, with moments of discussion and activities aimed at all professionals in the book industry. This tour represents a key moment of meeting for the Fair with professionals from different countries and an unmatched opportunity for scouting new quality publishing houses and content in preparation for the following edition.



BolognaFiere spa

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