



31 MARCH  
3 APRIL  
2025  
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## THE 62<sup>nd</sup> BOLOGNA CHILDREN'S BOOK FAIR

Today concludes the 2025 edition of BCBF, with BolognaBookPlus and Bologna Licensing Trade Fair/Kids: **33318 trade visitors**

Today, 3 April 2025, saw the conclusion of the **62<sup>nd</sup> edition of Bologna Children's Book Fair (BCBF)**, that opened in BolognaFiere on March 31 together with **BolognaBookPlus (BBPlus)** - in collaboration with the Italian Publishers Association - and **Bologna Licensing Trade Fair/Kids (BLTF/Kids)**. **Estonia** was the **Guest of Honour Country**.

**Antonio Bruzzone**, General Director of BolognaFiere, said: *An extraordinary edition of the Bologna Children's Book Fair has come to an end, a fair that continues to grow in participation and quality. The success of the exhibitor numbers from all over the world is the result of the scouting work that the fair carries out, a constant and global commitment: being present worldwide, all year round, is essential to understand the trends of markets, including emerging ones, and to build new relationships. We are also honoured to continue our collaboration with the United Nations, a prestigious partner with whom we share a commitment to sustainability, both in editorial content and in industrial processes, a theme that is increasingly crucial for the future of publishing and beyond.*

**1,577 exhibitors** gathered in Bologna from approximately **95 countries and regions of the world** (new entries include Albania, Azerbaijan, Ecuador, Georgia, Guatemala, Iceland, Madagascar, Malta, North Macedonia, Peru, Saudi Arabia, Sri Lanka, Thailand).

**33,318 trade visitors** (up 5% on 2024 figures) took part in both **over 500 events curated by both BCBF and its exhibitors** and more than **100 underground events** organised by exhibitors at the exhibition centre and around the city. Four days of the event during which Bologna becomes the **global capital of children's publishing**: but the fair is also international in terms of digital presence and media coverage, with **over 2 million pageviews from more than 180 countries** in the past year, and **journalists from over 40 countries** in attendance.

The fair confirms itself as **the most important global stage for the exchange of rights and copyrights in the children's and young adult sector**, promoting content that develops throughout the entire book chain and beyond: from scouting new talents to seeking new voices in emerging publishing markets. Additionally, among the main novelties of this edition was the new **Games Business Centre** – in collaboration with Frankfurter Buchmesse and created with Bologna Licensing Trade Fair/Kids – which joined the second edition of the **TV/Film Rights Centre**, completing Bologna's book-to-screen offering: a success with **over 600 meetings** held between publishers and professionals from the gaming and audiovisual industries.

The theme of sustainability was at the heart of the debate, through renewed collaboration with the United Nations and a focus this year also on the sustainability of publishing industry processes, in a meeting curated together with BBPlus, the space dedicated to general publishing that completes the fair's editorial offering.

**BolognaBookPlus 2025** was **sold out** with a waiting list for the first time. Rights were traded among the **56 participating countries**. With an AI Summit run with Shimmr, an Audio Forum and a multitude of seminars featuring industry leading personalities, BBPlus has come of age as a significant event for the Spring Trade Publishing calendar.

A success that confirms the importance of the work carried out by Bologna Children's Book Fair through activities – including tours and initiatives – that go beyond the Bologna event, continuing throughout the year, also thanks to the support of the **Ministry of Foreign Affairs and International Cooperation (MAECI)** and **ITA – the Italian Trade Agency**.

The **63rd edition** of Bologna Children's Book Fair, along with BolognaBookPlus and Bologna Licensing Trade Fair/Kids, is expected to take place at BolognaFiere **from April 13 to 16, 2026**, with **Norway** as the **Guest of Honour Country**.



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CHILDREN'S  
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Bologna, 3 April 2025

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