

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR



中国上海国际童书展

2023展后报告

11月17-19日 | 上海世博展览馆

展会回顾

与世界和未来在一起 Embracing the future

展会基本数据

25,000m² 展览面积

25 个国家和地区

478 家展商

42,733 位观众

19,086 位专业观众

91 位特邀嘉宾

329 场专业活动及展商阅读推广



与世界和未来在一起 Embracing the future

展商回顾

25个国家和地区

478家参展企业

323家中国展商

155家国际展商

CCBF 2023展商满意度评价*

95% 评价“非常好/很好/好”

98% 会推荐商业伙伴和朋友来参展

94.12% 将继续参展2024年上海童书展

*数据来源：2023上海童书展展商调研



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版权特色专区

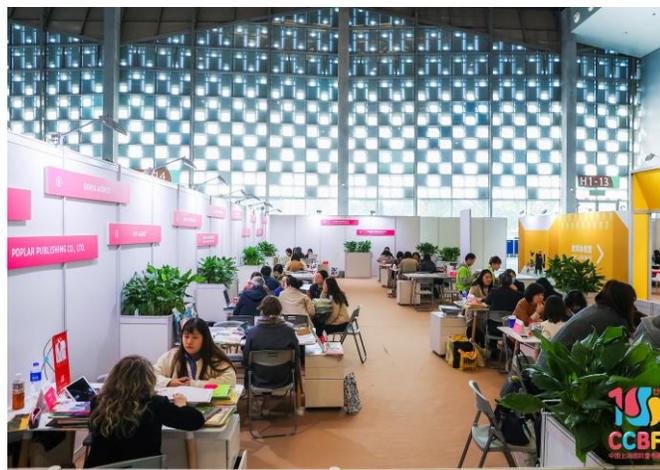


博洛尼亚年度最佳童书出版社大奖 (BOP) 专区

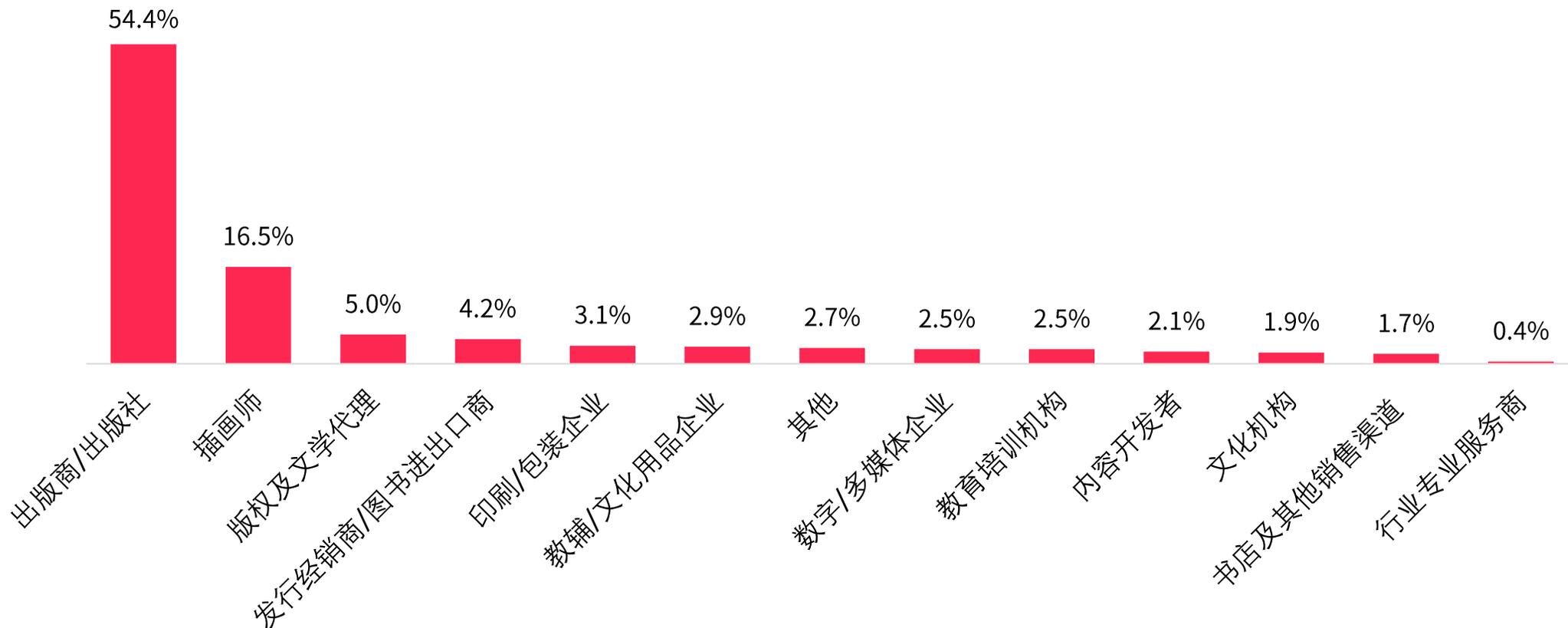
10家国际知名获奖出版社

版权中心

14家国际版权代理



展商业务性质构成



* 数据来源：2023上海童书展商务配对系统

观众回顾

与世界和未来在一起 Embracing the future

观众回顾

42,733位观众

19,086位专业观众

CCBF 2023观众满意度评价*

95.36% 评价“非常好/很好/好”

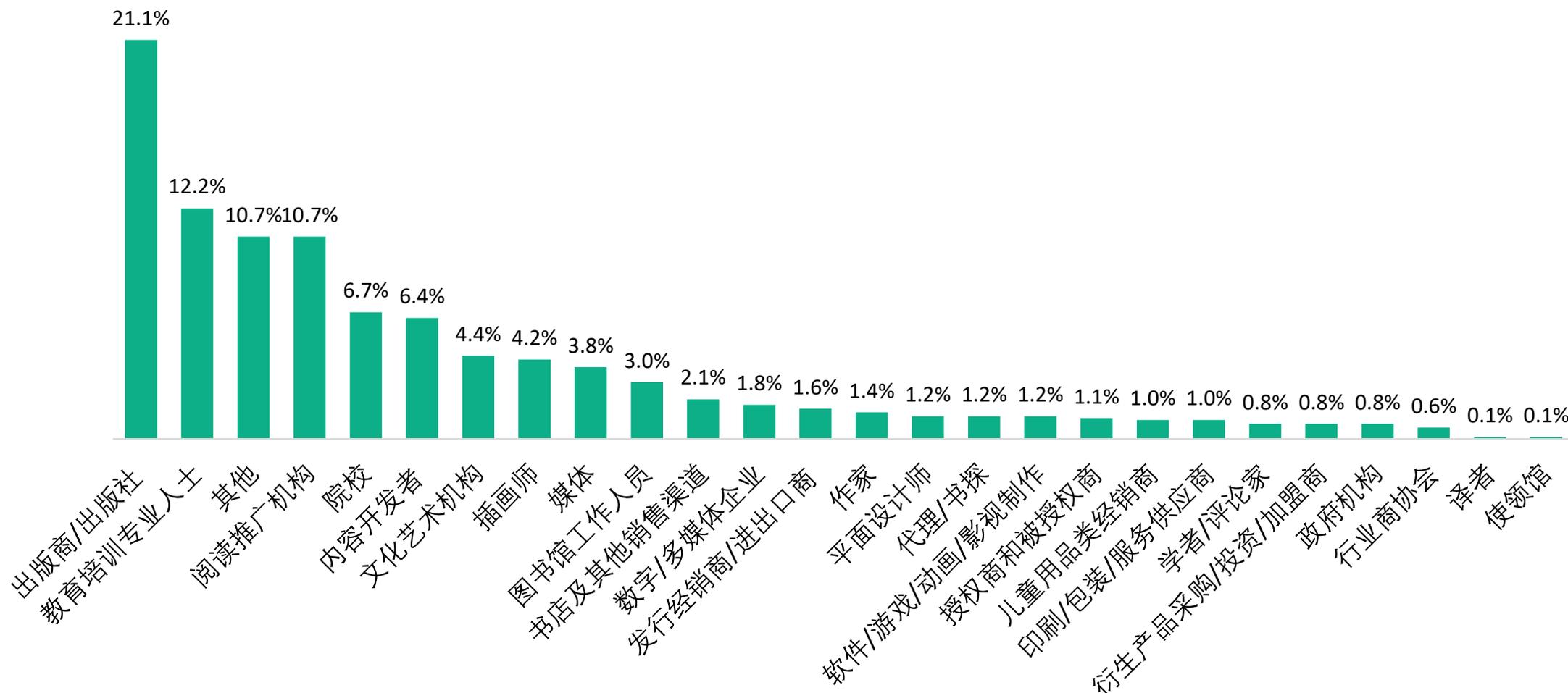
99.07% 会推荐商业伙伴和朋友来参观

98.33% 将继续参观2024年上海童书展

* 数据来源：2023上海童书展观众调研

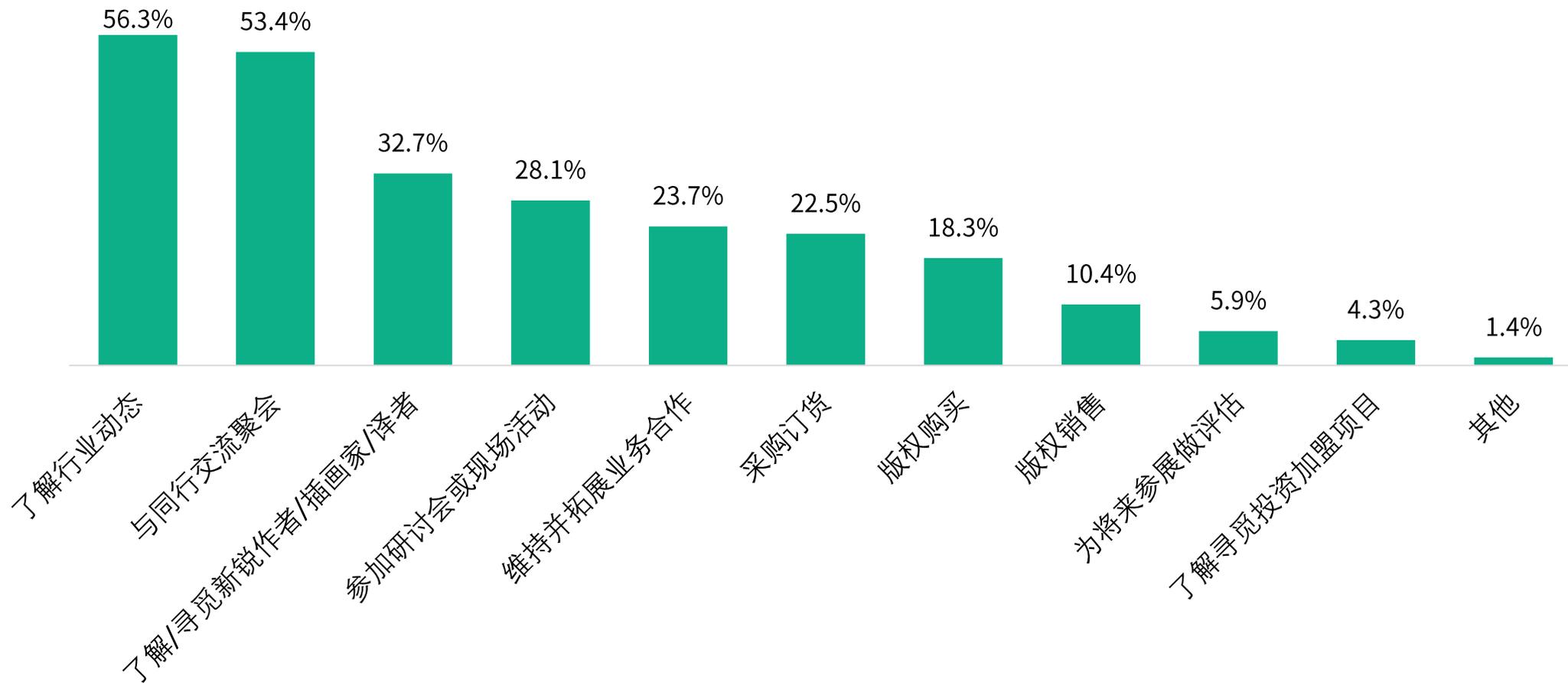


观众业务性质构成



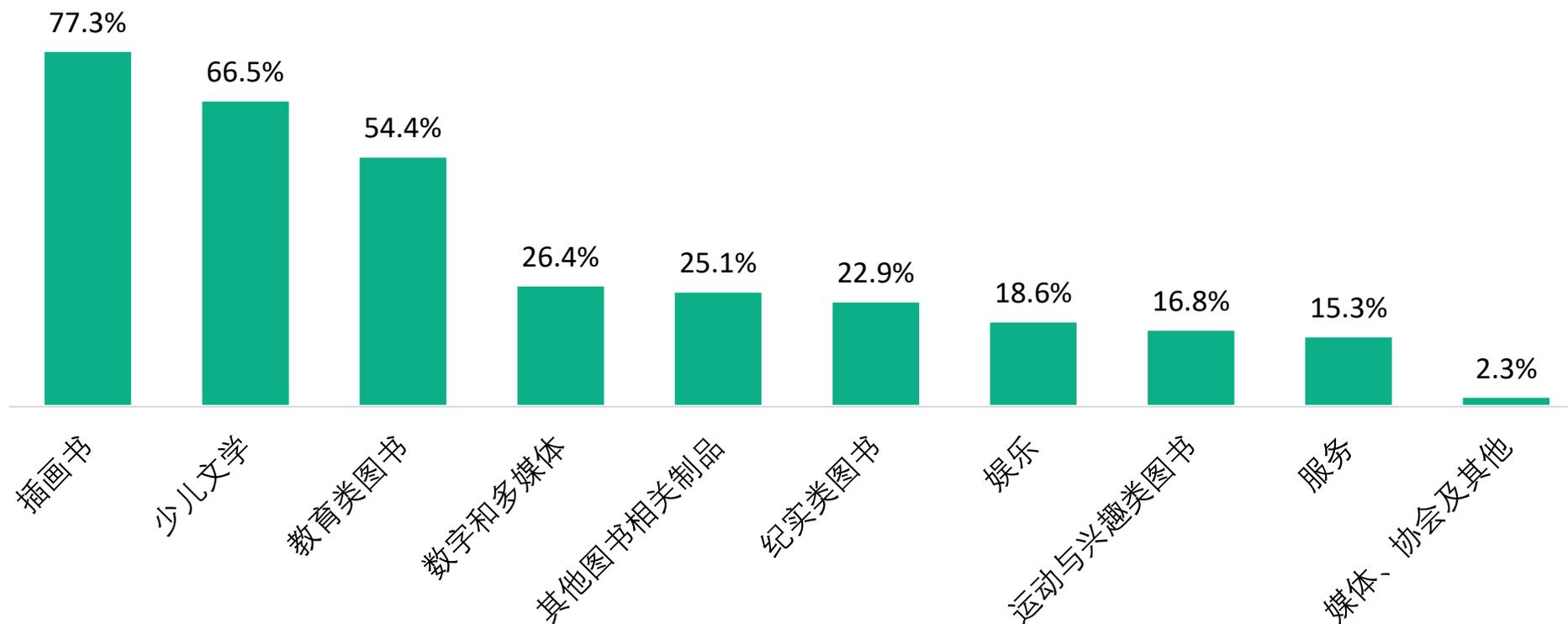
* 数据来源：2023上海童书展专业观众登记系统

观众参观目的



* 数据来源：2023上海童书展专业观众登记系统
问题为多选题，总数合计超过100%

观众感兴趣的产品或服务



* 数据来源：2023上海童书展专业观众登记系统
问题为多选题，总数合计超过100%

活动回顾

与世界和未来在一起 Embracing the future

专业论坛与会议

9场专业论坛与会议

51位演讲嘉宾

1,889位听众

- 中国上海国际童书展十周年主题论坛——讲好中国故事，见证中国童书的十年
- 颠覆与再生——2023年全球童书市场数据与分析
- 全球童书大奖得主系列：贝尔纳多·P. 卡瓦略创作分享
- 寻找童书渠道新出口
- 如何跨越语言和文化的界限——华文原创图画书的过去与未来
- 全球童书大奖得主系列：朱成梁的创作分享以及路易斯·普拉茨的创作分享
- 经典童话的“新面孔”——中外作者与出版人谈经典童话的重新演绎
- “大美世界”儿童非虚构类图画书解读与赏析
- 让故事更“好看”——漫画与图像小说的现状与趋势



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金风车国际青年插画家大赛



1 套文创产品：2023金风车插画大赛纪念版明信片套装

1 本《金风车国际青年插画家大赛精选作品集（2017—2021）》

2 大投稿类别：图书出版类、商业应用类

13 个国际性大奖

79 个国家和地区参与

100 组入围作品展览

2,582 位插画师投稿

13,508 幅投稿作品总量



金风车国际青年插画家大赛

图书出版类
Book
Publishing
Category



金风车插画国内金奖
《不一样的1》
柳垄沙 (中国)

图书出版类
Book
Publishing
Category



金风车插画国际金奖
《我的秘密盒子》
马瓦·鲁布利 (Maeva Rubli, 瑞士)

金风车国际青年插画家大赛

图书出版类
Book
Publishing
Category



金风车插画特别提名奖、金风车插画群星奖

《熊思熊想》

娜塔莉亚·沙洛什维利 (Natalia Shaloshvili, 英国)

图书出版类
Book
Publishing
Category



金风车插画特别提名奖

《阿圆的家》

符文征 (中国)

图书出版类
Book
Publishing
Category



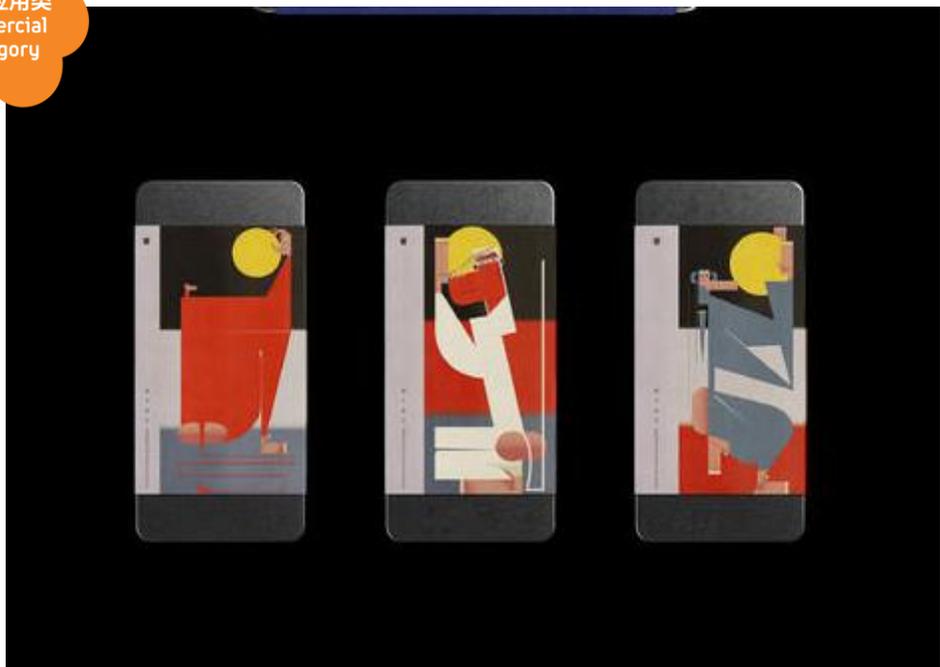
金风车插画特别提名奖

《萤火虫摇篮曲：墨西哥普埃布拉原住民语
摇篮曲》

阿曼达·米詹戈斯 / 阿曼多·丰塞卡
(Amanda Mijangos / Armando Fonseca,
墨西哥)

金风车国际青年插画家大赛

商业应用类
Commercial
Category



金风车插画国内金奖
《新猴子捞月》
蔡依东（中国）

商业应用类
Commercial
Category



金风车插画国际金奖
《花朵邻里》
费尔南达·马索蒂（Fernanda Massotti, 巴西）

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金风车国际青年插画家大赛

商业应用类
Commercial
Category



金风车插画特别提名奖
《早上好》
穆晗语（中国）

商业应用类
Commercial
Category



金风车插画特别提名奖
《糊涂茶馆》
王敏如（中国）

商业应用类
Commercial
Category



金风车插画特别提名奖
《每个人都读书》
波琳娜·卡拉什尼科娃（Polina
Kalashnikova, 俄罗斯）

与世界和未来在一起 Embracing the future

金风车国际青年插画家大赛

图书出版类
Book
Publishing
Category



大众选择奖
《小巨人》
张铭雁（中国）

商业应用类
Commercial
Category



大众选择奖
《爱的形态》
林佳晨（中国）

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插画师生存角



10场大师论坛

9场工作坊

27场一对一指导等活动

1,789人累计参与



与世界和未来在一起 Embracing the future

插画师大道



79组参展插画师和艺术工作室

与世界和未来在一起 Embracing the future

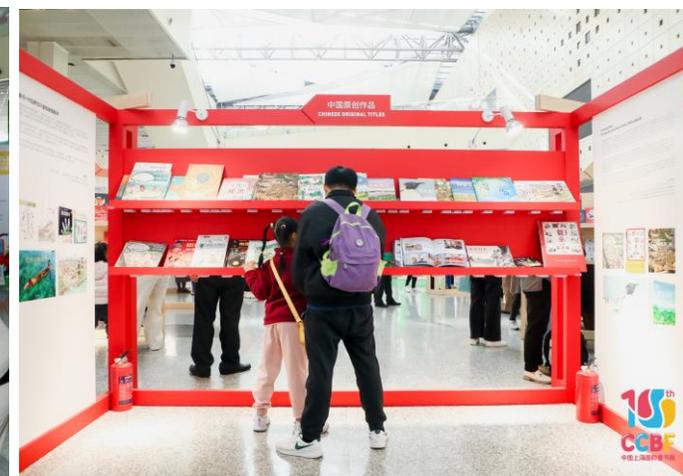
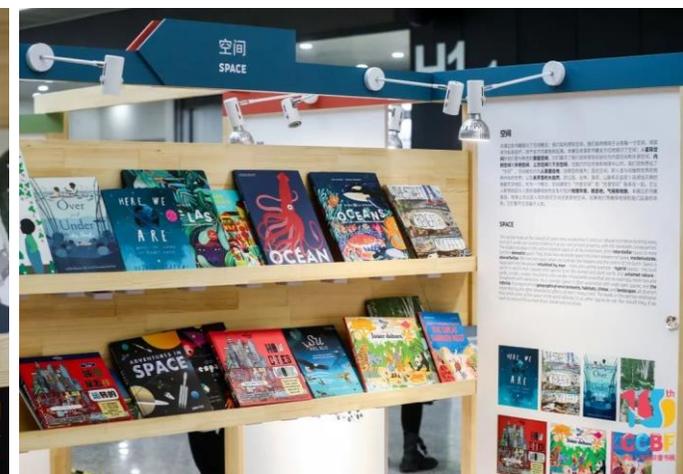
童书+非虚构类图画书特展

200余本国际原创作品

策展团队：博洛尼亚大学儿童文学副教授乔治娅·格里利及团队成员伊拉里亚·丁德利

50余本中国原创作品

策展团队：北京师范大学文学院教授、中国图画书创作研究中心主任陈晖及团队



与世界和未来在一起 Embracing the future

展商活动

专业交流、新书发布、阅读推广、在线直播等活动共计**204**场，
其中包括：

56场展会官方舞台活动

140场展商展位内活动

8场场外及线上活动



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新华文创·新梦想

“新华文创·新梦想”在童书展期间举办五周年庆典活动和“新·梦想”五周年特展。现场揭晓了2023“新·梦想”国际小小插画家大赛的获奖名单，并向优秀组织机构和优胜选手颁发了奖项和奖品。特展上展出的内容包括：

- 历年国际小小插画家大赛精选作品
- 新梦想推荐书单心选绘本
- 童书助公益
- 文创设计
- 文化金融等



与世界和未来在一起 Embracing the future

城市联动及徐汇少儿阅读季

城市联动（11月13日-28日）

18个城市，63个阅读空间，举办70场亲子文化活动

特别项目——徐汇少儿阅读季（徐汇区文化发展专项资金支持）

- 金风车青年插画家大赛往届作品展（11月13日-19日）
展出地点：朵云轩艺术中心创邑朵云轩B1层
- 童书+非虚构图画书展览（11月26日-12月3日）
展出地点：UCCA Kids上海

童心‘汇’读城市指南

集合63家阅读空间信息，包含徐汇区16家阅读文化机构
大小读者可在全市共45个城市联动点位领取该指南



宣传报道

与世界和未来在一起 Embracing the future

宣传报道回顾

总发稿媒体**238**家

23家专业媒体，来自中国、美国、英国、德国、意大利

30家主流媒体

84家新媒体

101家网络媒体

总发稿量**623**篇，媒体总价值达**2,225万**人民币

*数据统计截止至：2023年12月18日

官方合作媒体 Official Media Partners



深度合作媒体 Main Media Partners



战略合作媒体 Strategic Media Partner



特邀合作平台 Official Social Media Platform



支持媒体 Supporting Media



与世界和未来在一起 Embracing the future

官方宣传平台

官方微信粉丝总数**167,248**人，共发布102条推文，单次最高

点击阅读量为**14,511**次，全年累计阅读量超过**50**万次

官方微博粉丝总数**14,613**人

官方Instagram粉丝总数**8,968**人

官方Facebook粉丝总数**4,898**人

官方网站年度总浏览**387,580**次

新开设官方小红书账号，粉丝总数**3,441**人，共发布32篇帖子，

获赞总数**4,686**次

*数据统计截止至：2023年12月18日



与世界和未来在一起 Embracing the future

宣传报道集锦



PUBLISHING PERSPECTIVES

FEATURES NEWS RIGHTS & MAGAZIN

Shanghai's Children's Book Fair at 10: A Fifth Year for Its Bologna Partnership

By News by Porter Anderson November 14, 2023 | Leave a Comment

The 10-year-old Shanghai International Children's Book Fair welcome back its partner, Bologna, for collaboration and support.

At the China Shanghai International Children's Book Fair, a collaboration with Bologna International Book Fair and BolognaFiere Image CCBF

By Porter Anderson, Editor-in-Chief | @Porter_Anderson

An Italian-Chinese Collaboration

With the China Shanghai International Children's Book Fair (CCBF) scheduled to start its 10th edition Friday through Sunday (November 17 to 19), the program is pointing out to members of the seva media today (November 14) that it's reaching its fifth ye of partnership with BolognaFiere and the Bologna Children's Book Fair (BCBF, April 6 to 11).

The association is guided by **Thomas Chai**, general manager of BolognaFiere/China with the benefit of the Bologna fair's operation. On the Italian end of the partnership is the Bologna fair's director, **Elisa Paoletti**.

Not only has international attendance grown at the Shanghai children's book fair, the company tell us, but OpenBook—Publishing Perspectives' associate in producing our long running China Book News reports—see a major jump in the share of the Chinese kids' book market. In 2012, children's books accounted for less than 10 percent of the overall book market, we're told, and by 2022, 10 years later, the youth-oriented sector of the market had grown to 28.62 percent.

It's interesting to note that it was at the beginning of 2016 that the China government ended its "one-child" policy that had restricted most Chinese families to a single child for a period of some 35 years. Thus, four years into the decade being looked at by OpenBook for Shanghai and Bologna, a major change occurred (over a three-year staged transition), which made it possible for a family to have a larger need of children's literature.

Thus, the cooperation between Bologna and Shanghai may have had the benefit of some very good

Thomas Chai

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Five Trends in the Chinese Children's Book Market

By Teti Tan | Nov 28, 2023

Understanding what is trendy and selling—and what simply isn't—is crucial for those looking at, and working in, the Chinese book market. Numbers tell the story, and as such, the first conference session of the recently concluded China Shanghai International Children's Book Fair, which ran November 17-20. Most of them had not been back since the 2019 event, and the slump in the Chinese children's book market due to the pandemic fueled their anxiety.

But by the end of the day, many had expressed hope for a quick revival of the children's book segment in China amid high potentials for signed deals in the weeks ahead. For some exhibitors, significant changes in the marketplace had them shifting gears and reassessing offerings to Chinese publishers and rights agents.

Sales manager David Moggs of Award Publications, for instance, abandoned his initial plan to look for partners to renew contracts that had expired after the last few meetings. "The Chinese market has moved on during my five-year hiatus from this fair. For seeing an overwhelming interest in nonfiction—such as our 12-title Moggs series and 10-title How Works series—which is surprising given that the information is readily available over the internet. Basically, local publishers are looking for nicely packaged nonfiction books, specifically on science and nature, that are illustrated in a contemporary style."

Picture books dealing with social and emotional learning were also gaining popularity, said Moggs, who enjoyed reading about Frenchman Pecham's titles such as *Brody's Battle Cry*, the *Conker the Chameleon* series, and the upcoming *Get Well Spell*, as well as

Many exhibitors had special standouts for the year's Shanghai Children's Book Fair: sales through their online apps currently represent 40% of the total children's book sales in China.

1. Short Video E-Commerce Channel Rates
Live streaming and vlogging was a new feature at this year's CCBF. Some exhibitors, including Beijing-based Clavis, had their videos promoting and selling books directly from their booths. Influencers were everywhere, visiting booths armed with selfie sticks and ring lights, picking up titles that attracted their attention, and immediately sharing thoughts with their followers.

RELATED STORIES:

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Optimism and Opportunities at the 2023 Shanghai Children's Book Fair

By Teti Tan | Nov 21, 2023

The sense of trepidation among overseas exhibitors as they headed to their respective booths on the opening day of the China Shanghai International Children's Book Fair, which ran November 17-20. Most of them had not been back since the 2019 event, and the slump in the Chinese children's book market due to the pandemic fueled their anxiety.

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China Shanghai International Children's Book Fair to take place in mid-Nov

Kun in Shanghai | chinadaily.com.cn | Updated: 2023-11-02 14:34

China Shanghai International Children's Book Fair will be held from November 17 to 19 at the Shanghai Exhibition and Convention Center.

20 exhibitors from 25 countries and regions will display over 30,000 children's books at this year's 10th professional exchange and reading promotion activities will also be held.

15,000 visitors, including publishers, copyright agents, writers, distributors, and other professionals, will attend these events.

publishing firms from Italy, the United Kingdom, France, Germany, Canada, Belgium, Austria, and Switzerland in the festival.

There are well-known publishers, such as Oxford University Press, Hachette, and Scholastic.

Some, specific exhibition zones, such as:

中国上海国际童书展 2023.11.17-19 上海世博展览馆

The 10th edition of China Shanghai International Children's Book Fair will take place at Shanghai World Expo Exhibition & Conference Center from Nov 17 to 19. [Photo provided to chinadaily.com.cn]

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Home / City News

Exhibitors to participate in children's book fair

11:03

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BOLOGNA CHILDREN'S BOOK FAIR

61^a edizione 4-11 aprile 2024 Bologna Immerse yourself in children's content

FAIR NEWS

BCBF è in questi giorni a New York per la seconda tappa del Bologna Grand Tour, mentre a Shanghai sta per iniziare la decima edizione di CCBF. Intanto, a Bologna, è tempo di presentare la nuova Giulia della Mostra Illustratori, che scoprirete alla prossima edizione di Bologna Children's Book Fair, dall'8 all'11 aprile 2024.

CCBF 2023

La prossima settimana, China Shanghai International Children's Book Fair celebrerà la sua edizione numero 10. BCBF è orgogliosa di essere co-organizzatrice dell'unica fiera interamente dedicata ai libri e ai contenuti per bambini e ragazzi da 0 a 16 anni nell'area dell'Asia Pacifico, e con un formato prevalentemente professionale.

Il 10° anniversario di CCBF (17-19 Novembre) ospiterà 478 editori da 25 Paesi e Regioni (tra le delegazioni internazionali Corea del Sud, Regno Unito, Francia, Emirati Arabi, Canada, Belgio, Austria e la collettiva italiana organizzata da IATA). Molti gli autori e gli ospiti internazionali che gerneranno un ricco programma di iniziative su un Forum tematico sulle future tendenze del panorama editoriale nei prossimi anni.

THE FRANKFURT SHOW DAILY

YOUR REVIEWS! RICH FAMILY SMART FAMILY

JOIN US! CELEBRATE CCBF'S 10TH ANNIVERSARY

FRANKFURT FOREVER! THE BOOK FAIR CELEBRATES 75 YEARS

FRANKFURT FOREVER! THE BOOK FAIR CELEBRATES 75 YEARS

Frankfurter Forevers is a long-running series of reports on the Frankfurt Book Fair, celebrating its 75th anniversary. The series covers the history, current events, and future prospects of the fair, which is one of the world's largest book fairs.

Frankfurt Rights

Register for free now: Discover and buy international rights and permissions online

JOIN US! CELEBRATE CCBF'S 10TH ANNIVERSARY

Rights & Deals News

Frankfurt 75th Edition: Two Agents' LRAQ Moments

Norway's Jon Fosse Wins the Nobel Prize in Literature

Spain's 2023 Liber: 373 Companies From 13 Markets

Nairobi International Book Fair Introduces Rights Trading

Rights Roundup: Jon Fosse, Narges Mohammadi Awarded

Alasade our reader rights roundup, a look at two of this year's

China Shanghai International Children's Book Fair will take place at Center from Nov 17-19.

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR

SEARCH PUBLISHERS

Frankfurt Book Fair 2023 Publishing & Political Act

Rollout of Scholastic Book Fairs' New Diversity Offering Comes Under Fire

Frankfurt 75th Edition: Two Agents' LRAQ Moments

Norway's Jon Fosse Wins the Nobel Prize in Literature

Spain's 2023 Liber: 373 Companies From 13 Markets

Nairobi International Book Fair Introduces Rights Trading

Rights Roundup: Jon Fosse, Narges Mohammadi Awarded

Bologna Fiere e Bologna International Children's Book Fair

Del 2018 BolognaFiere ha gli operatori tedeschi di maggior successo internazionale, come il Francoforte Book Fair e l'American Bologna Children's Book Fair (ABCBF) che aprono un nuovo importante capitolo nella propria storia.

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与世界和未来在一起 Embracing the future

宣传报道集锦



各方反馈

展商反馈

在过去的两年里，我们一直通过远程方式参与CCBF，如今能够亲自回到上海参展，真是太好了！在上海，我们能够获得更多深入、有意义且富有成果的交流机会，我们的出版商们在CCBF组织了一系列非常成功的会议。

英国出版商协会出口服务副总监 格洛丽亚·贝利（英国）

本次我们与意大利出版商协会一起以意大利国家馆的形式参加上海童书展非常重要。中国的图书市场总值为 871 亿元人民币（126.5 亿美元）。儿童图书占总销售额的最大份额。事实上，少儿出版是中国出版业中最具活力和成长性的领域之一。

**意大利驻上海贸易代表处主任
迪嘉庆（意大利）**

我们很荣幸能代表比利时法语区10家出版社参加第十届上海童书展，从开展第一天就被我们展位的参观人数所震惊，大家对我们这次带来的作品给予了极大的热情！感谢主办方的大力支持，让我们能有这样一个与国内出版社深入交流的平台！2024年上海童书展再见！

**比利时瓦隆-布鲁塞尔国际关系署
教育&科技项目官员
王晨雪（中国）**

阿歇特儿童图书出版公司很高兴能在 CCBF 的十周年这一特殊的时刻再次参展。展会主办方和英国展团的组织工作非常出色。我们对销售额的持续增长充满期待。期盼通过这次展会加深合作，共同开创更加丰富的出版未来。

**阿歇特儿童图书出版公司国际业务发展总监
苏珊娜·帕尔弗雷（英国）**

展商反馈

我们在本届童书展上不仅举办了多场会议和交流活动，更深刻地感受到了东方博洛尼亚童书展的独特魅力。感谢你们完美的组织工作，上海主办方的热情接待真是体贴入微。

**加利玛出版社主席
海德维格·帕凯（法国）**

2023上海童书展是一次非常棒的经历！Chouette Publishing和PAPP International在这次展会上很幸运能够与许多合作伙伴续约，并结识新的潜在合作伙伴！感谢CCBF的出色组织！

**Chouette Publishing、PAPP International 业务发展总监
西蒙·帕耶特（加拿大）**

对我上海童书展的组织工作印象深刻，三天的展会中我们得到了中国出版商们的热情响应。参与上海童书展，不仅让我更深入了解中国出版市场，也激发了我对这个充满活力领域的期待。

**Kite Edizioni 出版总监
瓦伦蒂娜·麦（意大利）**

展商反馈

中国教育出版传媒集团有限公司作为上海国际童书展的联合主办方，其旗下中国教育图书进出口有限公司，作为上海国际童书展的承办方之一，十年来始终心系书展发展，欣喜地见证了书展由小到大，越来越国际化的历程。经过疫情的考验，今年的书展活力满满，精彩纷呈，充分证明了书展和童书行业蓬勃的生命力。中国教育图书进出口有限公司将进一步把自身业务特点和优势与童书展结合起来，与业界同仁一道，打造世界领先的中国上海国际童书展、为童书事业的繁荣发展而不懈努力。

中国教育出版传媒集团中国教育图书进出口有限公司
执行董事、总经理
王建新（中国）

十年是晴雨表，十年是共同体，十年是里程碑。面向太平洋的上海国际童书展，以十年为新起点，一定会走向更广阔的世界、走向更美好的未来。

上海世纪出版集团总裁
阚宁辉（中国）

在上海童书展上，我们感受到了少儿出版人的热情，销售和版权贸易都在逐步恢复中，国内出版社参展的作品的品种和类型更加丰富，海外参展商带来的推荐作品类型也有变化，而且在交谈中以数字方式展示书目和作品的情况增多，后续交流会增加。在参与中英出版商招待酒会等活动中可以感受到国际少儿出版业之间交流的意愿还是非常强烈的。

中国少年儿童新闻出版总社有限公司总经理
马兴民（中国）

上海国际童书展第十年，随着世界知名出版社回归，国内外童书创作者齐聚一堂，各种专业的论坛和推广活动紧锣密鼓地登场，还有插画师生存角和插画师大道的备受追捧，那个生机勃勃的专业童书展又回来了。大家都非常珍惜和享受这种线下的交流和联通，让我们在低迷的市场中看到了未来的希望。

接力出版社副总编辑，婴幼分社社长
唐玲（中国）

展商反馈

这次童书展给了我们又一次非常好的与作家、版权方、业内同仁、读者面对面交流的机会。在品牌推广、版权交易、图书销售等方面，均有所收获。我们感受到了CCBF在国内外的影响力，感谢大家对中信童书的喜爱，也感谢主办方在本次展会上各项工作的支持。

中信出版集团股份有限公司中信童书市场总监
白茹雪（中国）

第十届上海童书展呈现出更多真心热爱童书的参与者，使其更像一个注重品质的童书展览，仿佛与意大利博洛尼亚童书博览会有着相似之处。我们的活动取得了巨大的成功，这与入场服务的便捷和友好是密不可分的。此外，插画师与出版方的互动情况也呈现出明显的增加，可以看出童书展对我们而言具有桥梁的意义！

蒲公英童书馆创始人、总编辑
颜小鹏（中国）

第十届中国上海国际童书展为广大读者提供了一个与作家、出版商近距离接触的平台。浪花朵朵成立十周年庆典是本次童书展的重要亮点之一，其展位成为本届CCBF的热门的打卡地，读者们在这里发现新的精彩作品，与作家近距离交流，为童书发展注入新的活力。

北京浪花朵朵文化传播有限公司营销总监
贾小凌（中国）

作为第一次来到上海参加CCBF的展商，鹿早文化很荣幸能成为CCBF10周年的合作方之一。我们秉承“为孩子埋下美好宇宙的种子”的理念，致力于中国原创图书的研发，以及文化产业的多元跨界融合开拓。CCBF让我们拥有更多与各大文化机构交流学习的机会，帮助我们了解世界各地的优秀图书作品，也得到了很多走向全球的宝贵机会，在CCBF这个平台上输出中国声音，把中国原创文化的美好种子，埋进全世界小读者们的心里去。

鹿早文化联合创始人 & 总编辑
胡巍（中国）

嘉宾反馈

我最喜欢上海童书展的原因是这里活力的氛围，我能看到许多儿童在现场翻阅书籍。这对我而言非常有趣，因为在博洛尼亚童书展上，儿童往往无法直接参与展会。在我看来，上海童书展是一个致力于家庭和儿童的书展。

博洛尼亚大学儿童文学副教授
乔治娅·格里利（意大利）

自从我上次作为金风车评委和插画师生存角的联合策展人参加了2019年的CCBF之后，我非常高兴今年能够再次莅临上海，再次感受到热情的中国读者和来访插画师们所散发的温暖氛围。我深切感受到CCBF的大家庭，无论是工作人员、善良热心的志愿者，还是所有参与和支持活动的人们，都在展现出崭新的热情和期望。今年，我作为金风车插画大赛新增投稿类别——商业应用类评委，我有幸欣赏到许多天才、年轻、新锐以及知名艺术家的杰出作品。我期望这一全新的奖项能够成为插画家展示其最佳商业项目的重要平台，并有望受到相关客户的高度关注。

插画家、作家、米兰Mimaster插画学院院长
伊凡·卡努（意大利）

这次作为CCBF金风车评委看到了很多有活力有热情的作品，让我颇有启发。也认识到很多行业内的新朋友，非常开心。感谢主办单位的邀请，希望参展作品越来越棒，CCBF能帮助越来越多优质国产童书进入国际舞台。

插画家
倪传婧（美国/中国香港）

10周岁生日快乐！今天的CCBF犹如春风满志的少年郎一路成长飞驰。金风车插画大赛的图书出版插画板块稳固了其国际影响力和号召力，而新增的商业应用板块更为插画师提供了更丰富的运用多元思维的机会。从第一年的上海世贸商城到今年的回归，CCBF见证了中国童书行业的变化与进步，包容与智慧。插画家如珍宝般被珍视，精彩的论坛分享引领着童书发展的专业水准与高度。很荣幸今年“回家”参与到其中，感谢这些为孩子做事的可爱大人们！

绘本画家、景德镇陶瓷大学教师
罗玲（中国）

嘉宾反馈

2023上海童书展是童书出版人的年度聚会，我在展会上看到了未来童书的更多可能性。

苏州诚品书店图书采购
谢韵（中国）

经过三年的休息，我很高兴能够亲自回到上海童书展的现场。可以看到，上海童书展正稳步发展，一如既往地吸引着来自世界各地的展商，无论是经验丰富的老展商还是新面孔，还有那些对儿童图书和各类儿童内容充满热情的参观者，都融入了这个活动。祝CCBF十周年快乐，希望未来还有更多值得庆祝的里程碑！

《出版人周刊》国际记者
特里·谭（美国）

很荣幸今年继续作为官方新媒体合作伙伴做客直播间，共庆童书展十周年，是手捧星光的CCBF。童书在悠悠的梦里生花，故乡在儿时纯真的歌谣里飘香，读书，和世界在一起，孩子，你们的世界万岁！

星星西语老板娘
董云琪（中国）

已经是第二年在CCBF给全国全世界的妈妈们做现场直播了，今年更是受到现场热烈气氛的感染，连续直播了三天，国内外好书多到讲得停不下来。希望CCBF越办越好，给大家带来更精彩的阅读盛宴！

小红书达人
克拉拉戴大红花（中国）

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR



2024年11月15-17日
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