



The China Shanghai International Children's Bookfair will make its return on 15-17 November, 2024

The China Shanghai International Children's Book Fair (CCBF) is the leading fair entirely dedicated to books and specific contents for children in Asia Pacific. The CCBF 2024 will be held in Shanghai from **15th to 17th November** at the **Shanghai World Expo Exhibition and Convention Centre**.

With the start of a new decade, CCBF is poised to utilize its unique resources and advantages. By embracing the principles of "internationalization, specialization, and quality," CCBF aims to strategically engage both domestic and international markets. The focus will be on attracting a new audience of children's book enthusiasts, pioneering innovative pathways for children's content. The goal is to further provide an exceptional platform and foster deeper communication for the trade of children's book copyright, marketing distribution, and cross-industry cooperation. This will enhance the experience for global children's publishers and literature enthusiasts.

Positioned as a crucial platform that bridges the gap between Eastern and Western cultures, CCBF is dedicated to maintaining its role as the trendsetter in the children's book industry. The Fair will strengthen its relationships with both domestic and foreign publishing institutions and will continue to promote Chinese original titles on a global scale. Additionally, it will incorporate the field of children's publishing cultural education onto the worldwide platform, actively seeking out emerging talent in China and the Asia-Pacific region. Through these endeavors, CCBF will play a pivotal role in fostering in the higher quality development of children's book publishing in China.

In 2023, the Shanghai Children's Book Fair witnessed the participation of 478 exhibitors from 25 countries and regions, including 323 exhibitors from China and 155 international exhibitors. Over the course of three days, the event attracted a total of 42,733 visitors, among them 19,086 professionals.

The organizing committee cordially invites colleagues from the global industry and friends who love to read to join in this vibrant and innovative celebration of children's books!