



CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR

9-11 NOVEMBER 2018

SHANGHAI WORLD EXPO EXHIBITION & CONVENTION CENTRE
www.ccbookfair.com



POST SHOW REPORT

20,000 SQM Exhibition Area

367 Leading Exhibitors

from **25** Countries and Regions

194 International Exhibitors

11 National or Regional Pavilions

Australia, Hong Kong (China), Russia and Spain as the Pavilions for the First Time

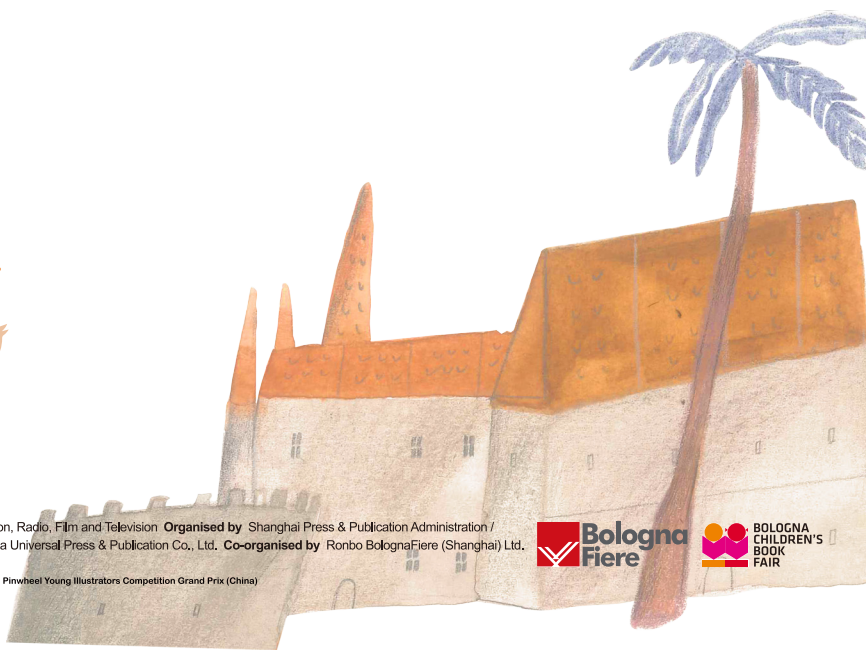
33,796 Visitors from **48** Countries and Regions

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Illustration courtesy of Zhang Fan, winner of the 2017 CCBF Golden Pinwheel Young Illustrators Competition Grand Prix (China)



Analysis & Quotes of Exhibitors

Overall Performance of CCBF 2018

95.56%

Exhibitors gave CCBF 2018 a rating of good to excellent

100%

Exhibitors would recommend CCBF to their business partners and friends

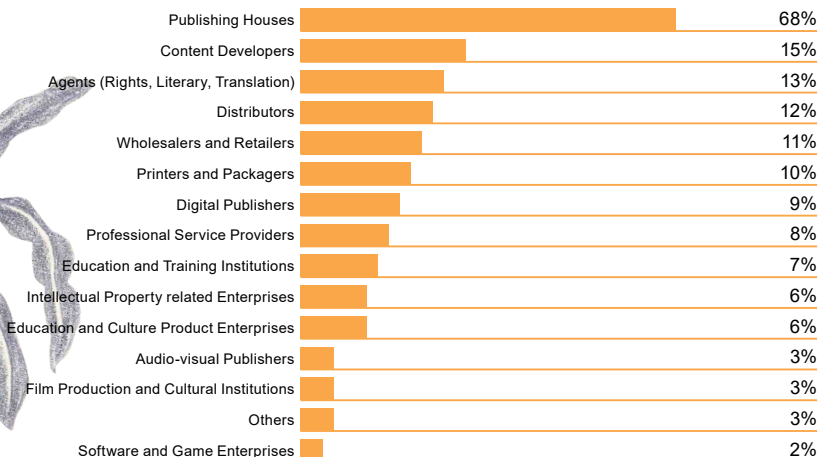
97.77%

Exhibitors commented that it has benefited them to exhibit at CCBF 2018

97.78%

Exhibitors plan to participate again in 2019

Exhibitors' Nature of Business



* Data from CCBF 2018 exhibitor survey

Thanks to CCBF for the invitation. I sincerely hope that CCBF will become an even better platform in the future to promote the children's book copyright trade and cultural communication, leading China's original children's books to enter the centre of the world stage.

Sun Zhu,
Party Secretary and President,
China Children's Press &
Publication Group

Thank you so much from all of us at the Australia Council collective stand. CCBF has been a big step forward for us in understanding the market for children's books and building relationships with Chinese publishers. Meeting Chinese Editors has been crucial in growing our understanding of the needs of the Chinese children's book market.

Rosemary Hinde,
Australia Council collective stand

When it comes to describing the China Shanghai International Children's Book Fair (CCBF), I think it is most appropriate to say that it is both timely and up-to-date. It has become the core competence of CCBF to adhere to professionalism, internationalism, and quality. A great book fair needs great books, great communities, great masters, great awards, and great audiences. In this sense, CCBF has grown from a small start to a large platform, rising to be a truly great children's book fair in the East.

**Kan Ninghui, Vice President,
Shanghai Century Publishing (Group) Co., Ltd.**

This is the first time that the Hong Kong China Pavilion participated in CCBF. We had so many visitors every day. Readers in Shanghai are very fond of books from Hong Kong and participated in our cultural events actively. Thanks to CCBF's support and assistance, the Hong Kong China Pavilion has received the attention and recognition of all parties successfully.

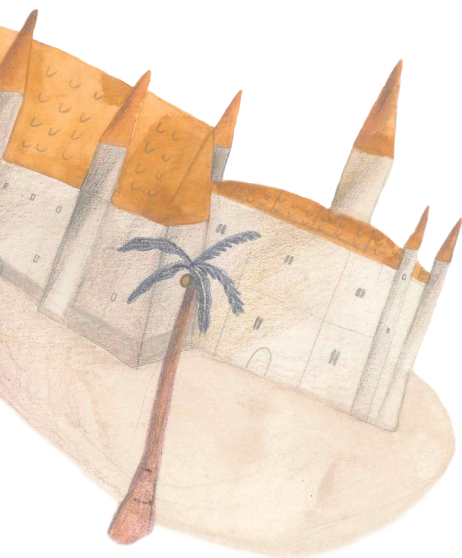
**Yin Huiling, President,
Hong Kong Pavilion**

CCBF gives us an opportunity to show our best editions for children on the main book event for children's literature in the eastern hemisphere. This book fair is extremely important for us as the Russian and Asian book markets have a lot mutual interests. The interest towards Russian fiction and non-fiction books is huge, there are a lot of proposals from the publishing houses from Asian Region to translate and publish Russian books. CCBF is a place for a professional dialogue between representatives of different international institutions focused on children's reading and publishing children's books as well as a very important place for meetings, portfolio-shows and workshops of illustrators from all over the world.

**Maria Vedenyapina, Director,
Russian State Children's Library (Russia Pavilion)**

The Spanish Publishers at the Spanish Pavilion have been very busy during the Fair and have had an average of ten meetings per day. They experienced a very lively Market. Chinese Publishers are craving for new titles and attending the Fair has surely been a great opportunity to display our works.

**Cristina Abelenda Santa-Cruz,
Publishing Sector Manager,
ICEX Espana Exportación e Inversiones (Spain Pavilion)**



Analysis of Visitors

Overall Performance of CCBF 2018

97.31%

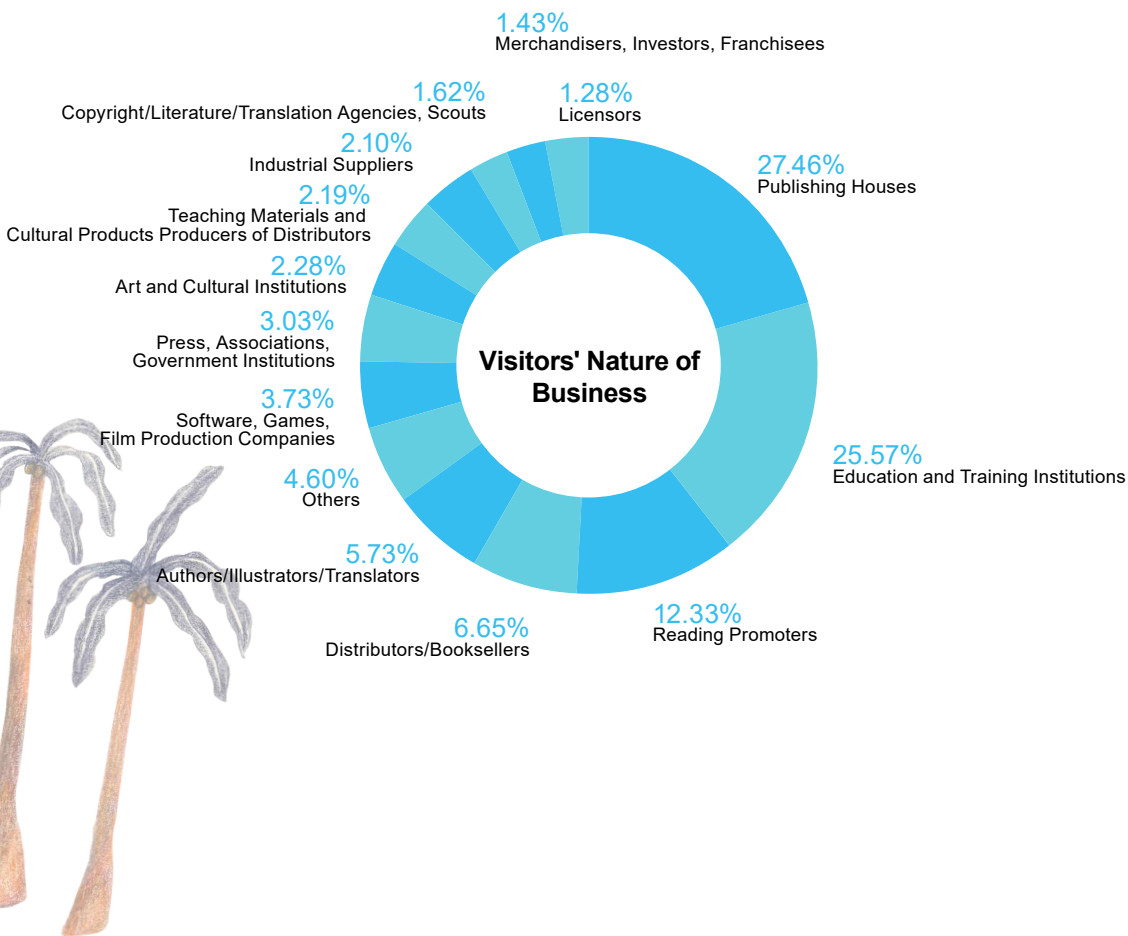
Visitors gave CCBF 2018 a rating of good to excellent

99.33%

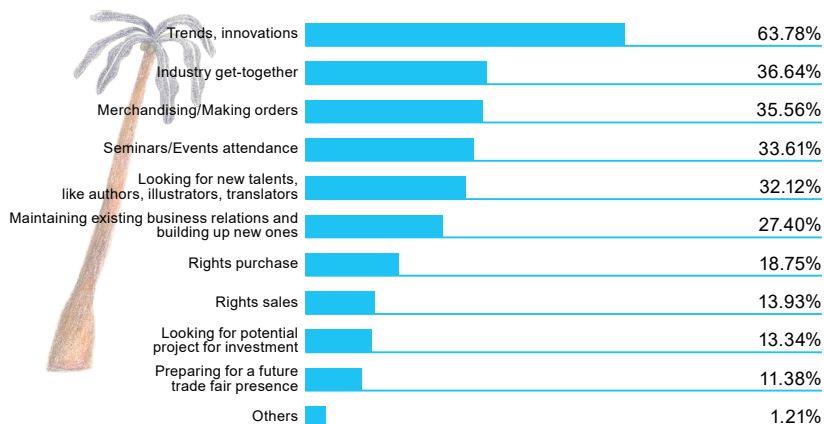
Visitors plan to attend again in 2019

100%

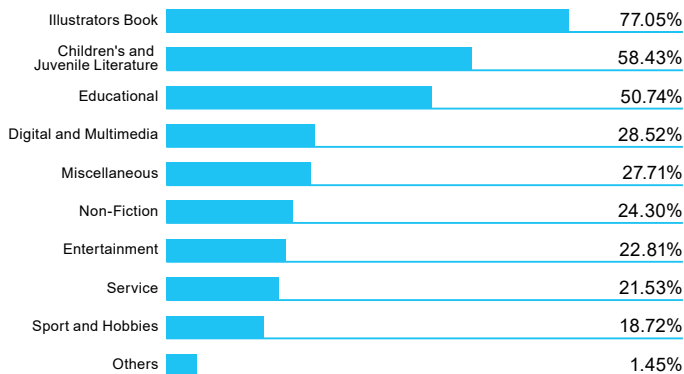
Visitors would recommend CCBF to their business partners and friends



Purpose of the Visit

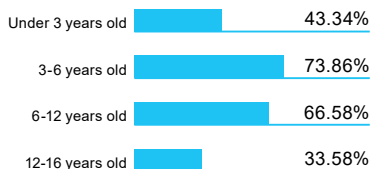


Interested in Products/Service



* Data from CCBF 2018 visitor survey

Target Age Group of Interested Products/Service



Programme Overview



70+ speakers and 2,627 visitors participated in 12 highly engaging seminars with different themes, including children's book industry reports, international trends, audiobooks, digital technology, book design, licensing, distribution and marketing.



The Illustrators Survival Corner is a concept brewed in Italy by Milan-based illustration school **Mimaster** in partnership with Bologna Children's Book Fair. For two days, we hold 6 Masterclasses, 7 creative workshops with illustration masters and Portfolio review session by 20 illustration specialists and worldwide publishers. More than 2,000 illustrators took part in them.



Shanghai Visiting International Publishers project (SHVIP) had broken all records with 152 high - quality applications from 45 countries and territories and 12 children's book editors had been selected to participate in the programme.



The Authors Festival offered 12 well-known children's writers, illustrators, artists the opportunity to engage with their Chinese peers, meet young readers and discover Shanghai's bustling literary scene.



2018 Golden Pinwheel Young Illustrators Competition received a ground-breaking record of **1,320** entries from **58** countries and territories, which translated into **6,600** creative and high-quality illustrations.



The Chen Bochui International Children's Literature Award (CICLA) received **144** short stories and **88** Chinese books for the Chinese language short stories category and the Chinese language children's novels category, and **317** international picture books from more than **30** countries and regions for the international picture books category.



CCBF had prepared **178** colorful public events, such as the exciting activities of exhibitors, the Authors Festival, the new book launches, the book signing and selling meeting and so on.



During the fair, **9** libraries, **3** popular bookstores, **3** early childhood institutions, host CCBF's Connecting the City. A series of diverse cultural activities have been held all over Shanghai to showcase the city as a great attraction for children's books and children's literature lovers.



Quotes from Guests



This is the third time that I participated in the China Shanghai International Children's Book Fair. I feel that this year the organisation is more professional than before. There has also been more professional and better participation from international organisations. Moreover, there are many excellent activities, including new book releases and the Prize for Picture Books. This prize is to promote the development of Chinese original picture books, and it indicates a bright future of Chinese picture books as we have launched it during the book fair.

**Zhang Mingzhou, President,
International Board on Books for Young People (IBBY)**



The organisers have done a fantastic job in terms of taking care of international guests with great attention to detail. This is my first visit to China. The Golden Pinwheel Young Illustrators Competition is very meaningful. The Illustrators Survival Corner is also an excellent programme. I can tell that the illustrators are well prepared and eager to learn new knowledge. I would like to thank Chinese readers for their enthusiasm for "No, David!" and my new book. Their passion is beyond my imagination.

**David Shannon (USA),
Children's Book Author & Illustrator**



This year, CCBF is a real industry gathering. Everybody was here; everybody met up. Each event, panel and seminar were well organised with interesting topics and format. There have been many pertinent and practical advice for the development of illustration, picture books or stories in the future. I believe that these advice will inspire young people. I was very moved by the response from illustrators in the audience. We are like-minded people. It means that the organiser really put their thoughts into it.

**Xiong Liang, Ink Painter and Writer,
Jury Member of the Golden Pinwheel Young Illustrators**



Media Promotion

CCBF teamed up with major mainstream media and public relations companies to conduct in-depth and comprehensive coverage of the show. A total of **182** publication media were published, with a total of **517** articles. Among them, **28** newspaper and magazine, **25** social media, **152** online media and **10** TV/broadcast/video. The total media value reached **22.25** million RMB.

* Data statistics deadline: November 23, 2018

