

## **Larger and Better than Ever: CCBF Consolidates as a Global Platform for Children's Books and contents**

From 15 to 17 November 2019, the seventh edition of the China Shanghai International Children's Book Fair (CCBF) will take place at the Shanghai World Expo Exhibition and Convention Centre. For the past six years, CCBF has established itself as a vibrant hub in Asia Pacific for international rights exchange and all other professional activities surrounding contents for children aged 0–16.

CCBF is held under the guidance of the Press and Publication Administration, organised by the Shanghai Press & Publication Administration, China Education Publishing & Media Group Ltd., and China Universal Press & Publication Co., Ltd., and co-organised by Ronbo Bologna Fiere Shanghai Ltd., with the powerful support of Bologna Fiere S.p.A. and Shanghai Xinhua Distribution Group Co., Ltd. In 2018, CCBF opened an exciting new chapter, as the Fair was successfully held for the first time in partnership with Bologna Fiere, the organiser of the leading professional event on the children's book fair scene with more than 50 years' history—Bologna Children's Book Fair.

The 2019 edition of CCBF will unfold over a record space of 25,000 square metres, 38% more than last year. It will bring together around 400 top publishers and children's content players from 30 countries and territories and 40,000 visitors from about 50 countries.

Year after year, CCBF has been improving constantly, offering an upgraded exhibition area, boasting a growing number of country pavilions and a wide programme of events attracting more and more domestic and international exhibitors.

The exhibitors of CCBF 2019 come from the United Arab Emirates, Australia, Belgium, Denmark, Germany, Russia, France, Korea, the Netherlands, Latvia, Lebanon, the United States of America, Mexico, Japan, Switzerland, Ukraine, Spain, Singapore, Iran, Italy, India, Indonesia, the United Kingdom, Columbia, China and the territories of



Hong Kong and Taiwan. Among them, 30% are exhibiting at CCBF for the first time. The fair will feature several exclusive lounges and areas—Bologna Best Children’s Publishers (BOP) Lounge, Strega Prize Lounge, Asia-Pacific New Entry Lounge, Literary Agents Centre, Licensing Lounge, Digital Hub—where recognised international companies will bring their cutting-edge contents to China.

CCBF is a comprehensive platform for the children’s publishing community, as it brings together a wide array of publishing companies—from global corporations to independent publishers, from China state organisations to private ventures—a wide array of exhibitors. With books as the corner stone of the event, CCBF also attracts more and more companies engaged in digital publishing and content with their innovative offer of digital tools for young people’s education and learning.

CCBF stands out by the quality and diversity of its professional events. Bringing a compelling mix of academic expertise, business know-how and innovative thinking, the CCBF Conference Programme will offer 10 highly engaging seminars. The most updated international market data and figures will be presented by the world leading analyst Nielsen Book, followed by the yearly Chinese market survey held by OpenBook, while a global audio-book market analysis will be offered by Storytel and Qingting FM. A panoramic seminar about children’s books on art, architecture and design will feature prestigious experts, including publishers from Thames and Hudson and Éditions du Centre Pompidou, as well as internationally renowned authors and representatives from museums and art institutions. The programme will also provide a deep dive into pop-up books with a high-level round table including a Japanese picture book artist and paper engineer, pop-up collectors, as well as pop-up book leading publishers from France and China. Two seminars on reading and writing will be moderated by the influential children’s book editor of *The New York Times* and the director of the Hay Festival. CCBF will also look beyond books to explore all the business extensions offered to publishing by the latest technological innovations. In addition to the already well-known digital seminar, CCBF will cast light on how licensing and audiovisual rights connect to publishing, with representatives from Viacom Nickelodeon, Lego Publishing and Penguin Ventures.



In addition to the Conference Programme, the Fair will feature other events and networking opportunities for the CCBF community, such as the Golden Pinwheel Young Illustrators Competition & Exhibition, the Illustrators Survival Corner, the SHVIP fellowship programme, the Authors Festival, the Chen Bochui International Children's Literature Award, the Copyright Great Wall and the CCBF Bookstore. This year CCBF will also feature two very special exhibitions. "Children+ Art, Architecture and Design" will showcase 80 original children's books from around the world to celebrate the importance of artistic education. "Pop-up Show: The Magic inside Books" presents the fascinating history of pop-ups and moveable books, selected from one of the largest collections of pop-ups in the world.

CCBF is ready to welcome the whole children's publishing community... Let's meet in Shanghai next November!

Appendix 1: [Official Conferences and Seminars](#)

Appendix 2: [2019 Golden Pinwheel Young Illustrators Competition](#)

Appendix 3: [ABCD Books](#)

Appendix 4: [Pop-up Books Exhibition](#)

Appendix 5: [Shanghai Visiting International Publishers Programme](#)

Appendix 6: [Authors Festival](#)

Media Contact  
Ronbo BolognaFiere Shanghai Ltd.  
Marketing Manager  
Ms. Joy Zhu Tel:  
+86-21-6190 7307  
Email: [joy.zhu@bfchina.net](mailto:joy.zhu@bfchina.net)