



CCBF

中国上海国际童书展

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR

19 - 21 November 2021

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

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Illustration courtesy of Francesco Giustozzi, 2020 Golden Pinwheel
Young Illustrators Competition Special Mention winner



The Children's Book Market in China



The Children's Book Market in China

With a population strong of **367 million** children and young adults, China's appetite for children's book is set to increase under the effects of the two-child policy. Also, a growing enthusiasm for reading is being fuelled by institutions, schools and parents themselves as the society consolidates its purchase power.

According to the 2020 Chinese Retail Book Market Report issued by OpenBook, the overall Chinese book retail market is currently valued in **97.08 billion CNY**, showing a light **5.08% decrease** since last year. In 2020, the global pandemic interrupted 20 years of continuous growth in the retail book market. Yet, **the children's book segment was not affected and continued its positive evolution, with a year-on-year increase of 1.96%.**

As a matter of fact, the children's book market has been one of the fastest-growing sub-categories in the past five years. Since 2016, it occupies the largest share in China's book retail market, reaching **28.31%** in 2020.

The market has stabilised around **20,000 new titles** published every year, while over **300,000 backlist titles** targeting young readers are currently sold throughout the country. Among those, **children's literature, popular science, and picture books** rank top three value-wise, with 23.71%, 21.42% and 18.56% of the children's book market share respectively. **Non-fiction books for children, toddlers' book and game books** are the products growing fastest in China.



General Fair Introduction

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General Information



Dates: 19 – 21 November 2021

Time:

19 November, 09:00 – 17:00 (Friday)

20 November, 09:00 – 17:00 (Saturday)

21 November, 09:00 – 16:00 (Sunday)

Venue: Shanghai World Expo Exhibition and Convention Centre – Hall 1

Address: No. 1099, Guozhan Road, Pudong New Area, Shanghai, China



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China Shanghai International Children's Book Fair (CCBF) —the only fair in Asia Pacific fully dedicated to books and specific contents for children

Launched in 2013, CCBF has quickly become an important event for the global publishing industry. Over eight editions, CCBF has thrived to accomplishing its motto—*Embracing the Future*. Not only is the fair a leading copyright hub for children's books, but it is also a premium platform offering marketing solutions and crossover possibilities for a wide range of industries.

Since 2018, it has entered into close cooperation with Bologna Children's Book Fair (BCBF) organised by BolognaFiere. This exciting association also aims to better serve the current strategy of China's publishing industry—disseminating original content worldwide and bringing the best international books to local readers—also known as the “go global, bring in” policy.

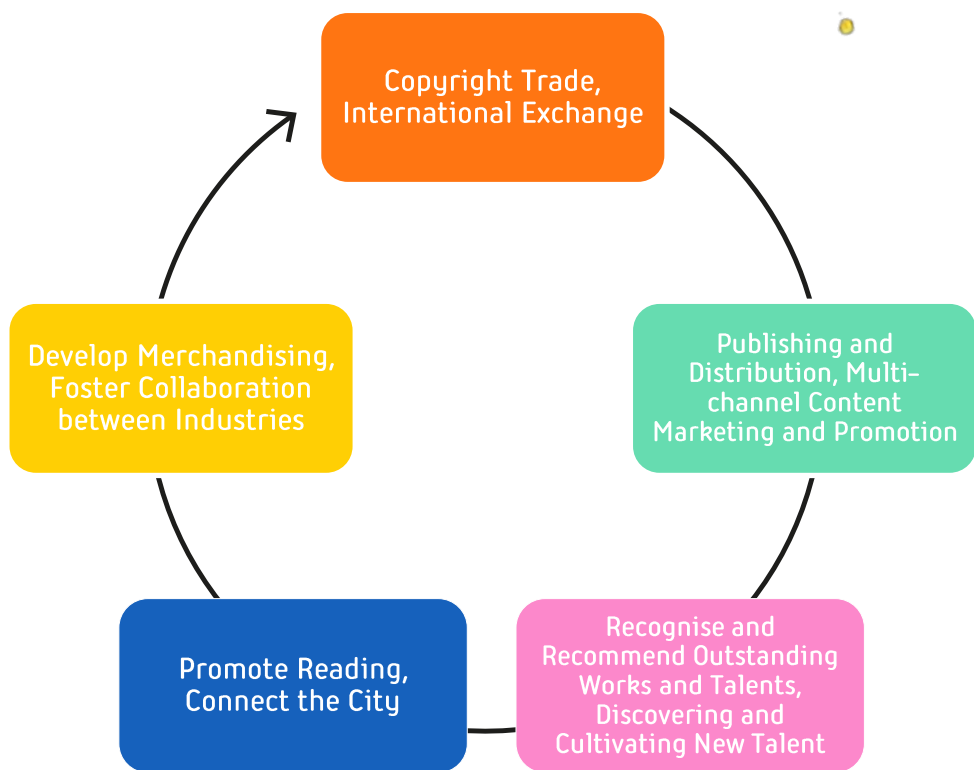
In 2020, CCBF was held as scheduled, making it one of the very few international book fairs to take place physically since the beginning of the COVID-19 pandemic. It brought together **386** exhibitors

including **99** overseas exhibitors from **21** countries and territories. In three days, the total number of visitors reached **18,963**, among which **8,305** were professionals from **17** nationalities, representing publishing, educational and other children's entertainment-related industries. Simultaneously, online matchmaking meetings and online broadcasting events gathered about **520,000** views.

Other than the exhibition itself, the fair offers a rich programme of events. Some of the most notable activities include the **Conference & Seminars**, the **Shanghai Visiting International Publishers Fellowship** (SHVIP), the **Golden Pinwheel Young Illustrators Competition**, the **Illustrators Survival Corner**, the **Children Plus Exhibition**, the **Chen Bochui International Children's Literature Award**, and many other events to promote reading. All in all, the 2020 programme boasted **83** guests and speakers from **12** countries brought together in **57** official events, held as a conjunction of online and offline sessions.

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Five Enhanced Features



Why you need to be at CCBF?

Enter one of the most dynamic book markets in the world

The children's book market occupies the largest share in China's book retail market, reaching 28.31% in 2020. In spite of a light 5% decrease in the overall booksales in 2020, the children's publication segment resisted the effects of the COVID-19 pandemic and continued its two-decade long progression with a yearly growth of 1.96%. With 20,000 new titles published every year, China is going strong on non-fiction books for children, toddlers' book and game book.

Get to the heart of the Asia Pacific children's rights market

CCBF is the only book fair in China and Asia Pacific fully dedicated to children's content, which makes Shanghai your unparalleled destination for the children's rights market. CCBF helps you to connect with the professionals from Asia Pacific: the most exciting, booming and dynamic market for Children's content.

Benefit from an innovative economic environment favourable for bi-directional exchange

China is at the centre of global attention for its economic vitality and capacity to adapt to an increasingly unstable world. The adherence to the "go global, bring in" policy encourages an original production of high quality at the same time that it strives to attract a wider range of publications and derivative products that cater to domestic and foreign visitors' needs.

Discover new talents in China and Asia Pacific

CCBF brings together both accomplished and emerging talents in China through dynamic programmes. It will be an exceptional opportunity to discover world-class authors, illustrators, translators, editors and other content creators for potential collaborations.



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Enjoy one-stop solutions and tailored services

CCBF puts you and your business at centre stage with a variety of services and tools. The fair connects international publishers with Chinese distributors, printers, packagers and book buyers. CCBF encourages an end-to-end business solution for international trade. Join CCBF to explore many ways of doing business, selling rights, co-publishing, finding suppliers, and much more!

Open new business horizons for children's contents, empower the children's book publishing industry

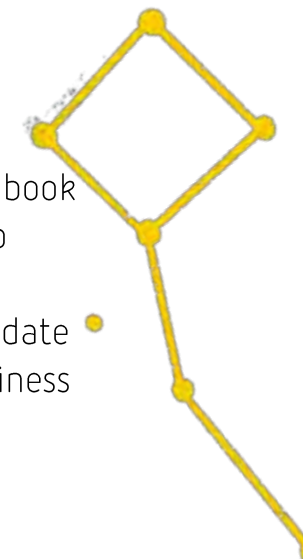
CCBF is expanding its scope of action towards other industries that can provide children's publishers with new business opportunities. Keeping books at the centre of its activity, CCBF helps you connect with a wide range of products and services, including digital and multimedia products, licensing, educational and training material for children and teachers, parenting, film and television, animation etc.

Learn about the latest industry hotspots and trends

CCBF offers a wide range of programmes that covers the whole book chain. Through a three-day conference, a publishers' fellowship programme, competitions and prizes, exhibitions and reading promotion events, CCBF participants will be able to gain up-to-date knowledge about the latest market trends, hear about new business practices, or discover emerging talents.

Explore the vibrant culture of Shanghai

During the fair, a selection of popular bookstores, libraries, early childhood institutions and schools in Shanghai take the CCBF annual book feast beyond the boundaries of the fair ground. A wide array of cultural activities will be held all over Shanghai to showcase the city as a great attraction for children's books enthusiasts.



Who will exhibit at CCBF?

- Publishing houses
- Copyright and literary agencies
- Content developers
- Distributors, importers & exporters
- Booksellers
- Printers and packagers
- Professional service providers
- Digital and multimedia companies
- Software, game, animation & film producers
- Education and training institutions
- Cultural institutions
- Teaching material and cultural product companies
- Licensing companies



Who will visit CCBF?



- Publishers
- Digital and multimedia companies
- Distributors, importers & exporters
- Booksellers
- Content developers
- Agents and scouts
- Education & training professionals
- Reading promoters
- Librarians
- Illustrators, writers and translators
- Graphic designers
- Researchers & book critics
- Licensing companies Cultural institutions
- Software, game, animation and film producers
- Government, embassies & consulates, associations and media
- Merchandisers, investors and franchisees
- Printers, packagers and service providers
- Children products distributors
- Readers

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2021 Fair Map

Copyright zone

Copyright Exchange,
Import/Export,
International Partnerships,
Professional Seminars
and other B2B Events

November 19–21
open to professional
visitors only

Hybrid zone

Copyright, Distribution,
Channel, Partnership,
Promotion, Retail

November 19
open to all professional
visitors only
November 20–21
open to all visitors

Public zone

Promotion,
Retail

November 19–21
open to all visitors

Highlights



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CCBF Keeps Your International Business within Striking Distance

The CCBF **International Book Showcase** is an exhibition scheme allowing overseas publishers to show their new titles at the fair even when they are not able to attend in person. With the help of local staff recruited specially to collect visitors' information and enquiries, the Book Showcase is a space where international printed books are on display for Chinese editors and copyright professionals in search for new contents. Advanced technology also endows CCBF exhibitors with innovative services thanks to its **Online Matchmaking System** equipped with its own video conference server.

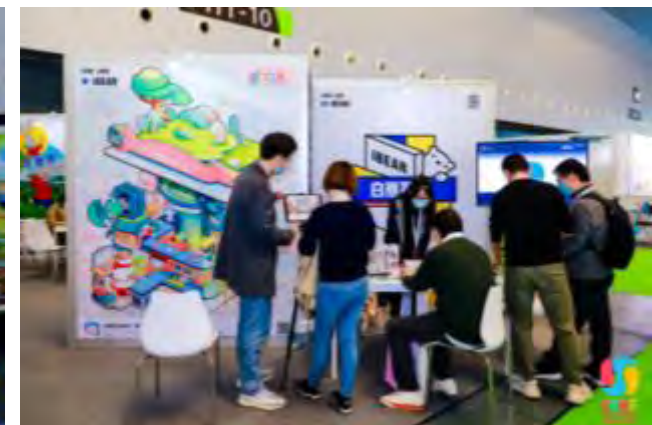


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The Digital Hub: Looking Towards the Future



In 2021, CCBF will continue to expand the scale of the Digital Hub, a space designed for all those interested in the integration of technologies into children's content, including publishers, content creators; digital, multimedia and tech companies; software, game, animation and film producers; education and training institutions. The Digital Hub aims to catalyse the transformation, making the "one content, multiple media composite publishing" strategy the new horizon of the children's book industry.



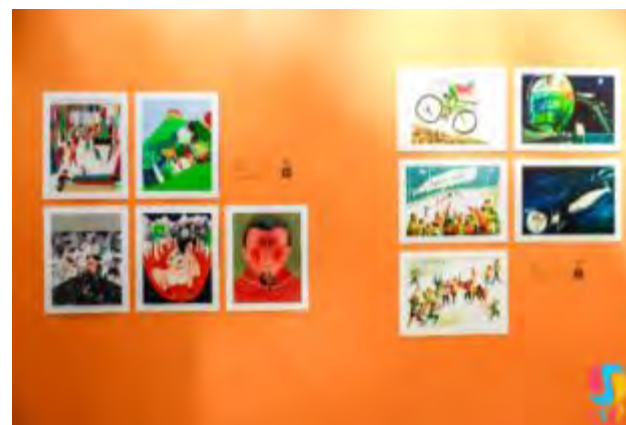
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The Illustrators Community, Driving Force of the Children's Book Market



Following the Bologna Children's Book Fair's curatorial path, CCBF has a comprehensive programme for visual artists, which exhibitions, competitions, masterclasses, workshops, portfolio reviews. It is an exceptional annual event that visual and content creators cannot miss.

In 2021, the CCBF illustrators community will keep on gathering around three main sections tailor-made for them: the **Young Illustrators Avenue**, the **Golden Pinwheel Young Illustrators Competition**, and the **Illustrators Survival Corner**.



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Children Plus— Books & Seeds



In 2021, CCBF is going green, as “**Books & Seeds**” will be the theme of the next Children Plus event stream. Children Plus—Books & Seeds will embark us on the journey of a seed from the moment it is planted to the time it reaches our plate, transformed into delicious dishes.

The core of Children Plus—Books & Seeds will be a special **book exhibition** featuring innovating titles that relates what Nature brings us, invisibly yet faithfully. **Seasonal culture, cereals, gardens, and cooking** will be some of the key concepts starring in the exhibition, which will boast over a hundred titles from around the world.



Accompanying Programmes



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Conference and Seminars

CCBF is well-known for its professional seminars covering a wide array of topics. Speakers include experts on publishing, digital marketing, social media, and content creation. These events aspire to promote communication and cooperation between professionals and share the latest children's literature industry trends with all attendees. In 2020, ten seminars featured 50 first-class speakers and attracted 2,029 attendants.

In 2021, the CCBF Conference will analyse the latest market trends, international rights business and digital developments. It will also look into some of the most innovative children's book categories and continue offering exclusive sessions with the most prestigious award-winning authors of the recent years.



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Shanghai Visiting International Publishers Programme (SHVIP)

SHVIP is the CCBF publishers fellowship, an exchange programme designed for publishing managers, publishers and editors of all levels who have a special interest in selling and buying rights on the publishing markets of China and its Asian neighbours. For six days, SHVIP offers a small group of children's book specialists a tailor-made programme of visits to gain detailed insight into the local publishing landscape and visit CCBF from an exclusive perspective.

The 10 outstanding publishers from Europe, Southeast Asia, Africa, North America and Oceania that were selected to take part in the 2020 edition of the fellowship are reconducted in 2021 after the cancellation of the programme following the COVID-19 pandemic.



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Golden Pinwheel Young Illustrators Competition & Exhibition

The Golden Pinwheel Young Illustrators Competition aims to build bridges between them and children's publishers, both domestically and globally. The Golden Pinwheel is not merely a standalone competition—it is a comprehensive programme which includes exhibitions, an illustrated yearbook and a variety of promotional campaigns.

In addition to the Golden Pinwheel Grand Awards, Special Mentions and People's Choice Award, the 2021 Golden Pinwheel will launch a new collaboration with the Astra International Picture Book Writing Contest to create a new joint prize.

The 2021 edition call for entries will run from 25 March until 28 June 2021. The 50 finalists announced in September will be featured in the Golden Pinwheel exhibition taking place at the Fair, as well as in the 2021 Golden Pinwheel Yearbook.



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Illustrators Survival Corner



The Illustrators Survival Corner is a reference point for all picture book professionals who want to broaden their creative and career perspectives. It has become an important platform for emerging illustrators and picture professionals to acquire theoretical and practical knowledge to advance their careers. It is also a place where novices and seasoned professionals of the visual communication world can share experiences, successes and concerns regarding the profession and the market.

At CCBF 2020, the Illustrator Survival Corner featured a programme of 9 masterclasses, 7 workshops, and 27 portfolio review sessions, attended by a total of 1,293 illustrators over three days. A few days later, "Destination China" was the first online event held as part of the CCBF Illustrators Survival Corner. In 2021, CCBF is looking forward to confirming the success of the "Corner" in all its different formats.



Chen Bochui International Children's Literature Award (CICLA)

The Chen Bochui International Children's Literature Award (CICLA) is one of the longest-running literary prizes in China, which receives CCBF support as promotion partner. Founded in 1981 by the Shanghainese children's writer Chen Bochui (1906-1997), the CICLA honours authors, illustrators and professionals of children's literature who have made a great contribution to children's literature in China and the rest of the world.

Every year in November, a Jury composed by a multicultural panel of children's literature specialists meets in Shanghai to assess the best contents submitted in the Award's main categories— Best Literary Works in Chinese Language and Best International Picture Books.



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Exhibitors' Events and Connecting the City

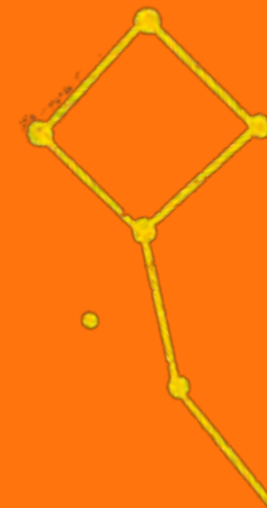


CCBF is not only a meeting point for professionals of the children's publishing and education industries, but also an annual celebration of reading. During the fair, our exhibitors, as well as numerous local bookstores, libraries, schools and other educational institutions organise a wide variety of cultural activities for readers to connect with books and interact with their favourite authors.





Fair Promotion



Domestic Promotion



E-NEWSLETTER

55,000+ domestic professional contacts



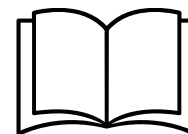
MEDIA COVERAGE

- 60+ Chinese industry media outlets in culture & publishing
- 230+ mainstream news networks and mass media outlets
- 500+ original press releases in total plus Massive forwarded



WEBSITE & SOCIAL MEDIA

- CCBF official website: 400,000+ Page views
- CCBF social media: WeChat: 109,640 followers; Weibo: 12,067 followers; Chinese TikTok: 17,442 followers
- WeChat/Weibo KOLs, Apps and other digital marketing channels: 600+ posts in total plus massive forwarded



PARTICIPATION IN MAJOR DOMESTIC BOOK FAIRS & EVENTS

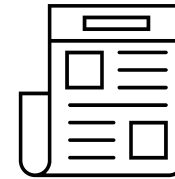
The organiser plans to promote CCBF at the nation's most important book fairs and trade shows relevant to Children's content, as well as conferences and summits on Children's publishing and other industry events.

International Promotion



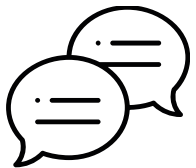
E-NEWSLETTER

60,000+ international professional contacts via CCBF & BCBF database



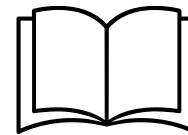
MEDIA COVERAGE

1,500+ global industry media outlets



WEBSITE & SOCIAL MEDIA

- CCBF official website: 400,000+ Page views
- CCBF social media: Facebook: 4,302 followers; Instagram: 4,973 followers
- BCBF official website: 1,000,000+ Page views
- BCBF social media: Facebook: 51,429 followers; Instagram: 40,500 followers; Twitter: 11,700 followers
- BCBF official APP: 20,000+ users
- Global digital marketing



PARTICIPATION IN MAJOR DOMESTIC BOOK FAIRS & EVENTS

- Dedicated CCBF promotion area during:
Jun. 2021: Bologna Children's Book Fair
- The organiser also promotes CCBF at the world's leading book fairs, including Taipei International Book Exhibition, London Book Fair, Frankfurt Book Fair and so forth.

Review of CCBF 2020



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2020 Exhibitors Review

This year, CCBF brought together **386** leading publishers and children's content players from **21** countries and territories, including South Korea, Canada, Italy, France, the United Kingdom, the United States, the Netherlands, Finland, Norway, Russia, Germany, Spain, Portugal, Switzerland, Belgian, Australia, Thailand etc. **99** international companies were exhibiting at CCBF, which also comprised stands and booths by **287** Chinese publishing key players.

Overall Evaluation by Exhibitors*

93% Exhibitors gave a rating of good to excellent

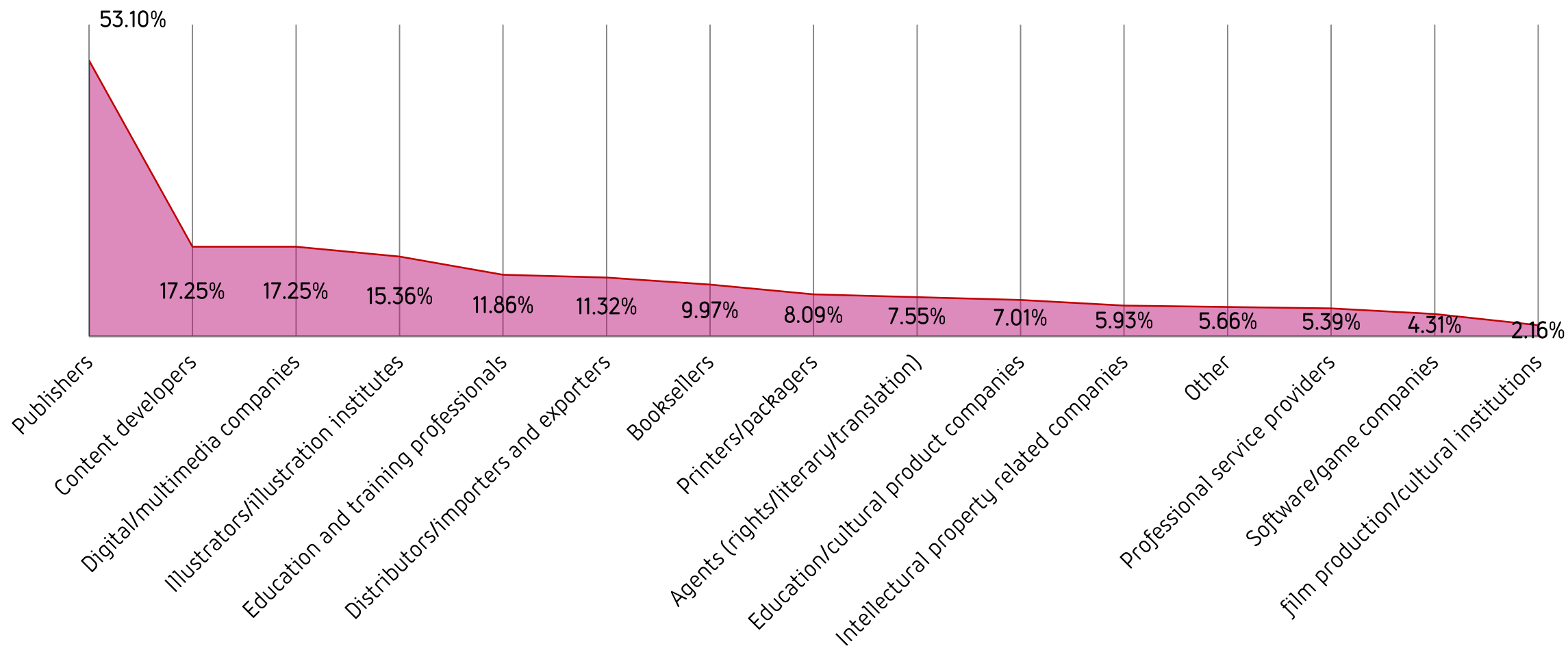
98% Exhibitors would recommend CCBF to their business partners and friends

96% Exhibitors plan to participate again in 2021

*Data source: 2020 CCBF Exhibitors Survey



2020 Exhibitors Nature of Business



*Data source: 2020 CCBF Exhibitors Survey
Multiple-choice questions, response percentages exceed 100%

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2020 Visitors Review

In three days, the total number of visitors reached **18,963**, including **8,305** professional visitors from **17** countries and territories.

Overall Evaluation by Visitors*

94% Visitors gave a rating of good to excellent

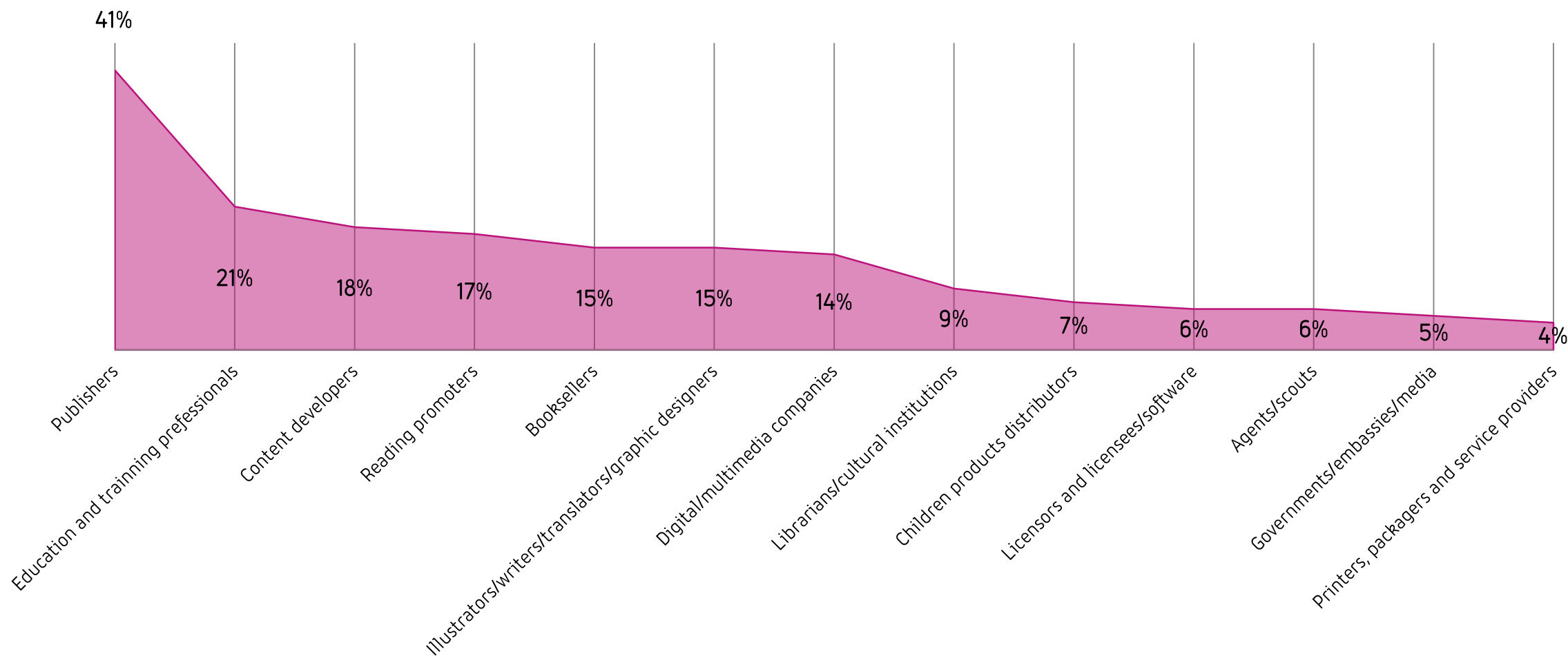
97% Visitors would recommend CCBF to their business partners or friends

95% Visitors plan to participate again in 2021

* Data source: 2020 CCBF Visitors Survey



2020 Visitors Nature of Business



*Data source: 2020 CCBF Visitors Survey
Multiple-choice questions, response percentages exceed 100%

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2020 Promotion Highlights



2020 Promotion Highlights



Fair Organisation



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Fair Organisation



APPROVED BY:

Shanghai Press & Publication Administration

POWERED BY:

BolognaFiere S.p.A.



ORGANISED BY:

Shanghai Xinhua Distribution Group Co., Ltd.
China Education Publishing & Media Group Ltd.
China Universal Press & Publication Co., Ltd.

CO-ORGANISED BY:

Ronbo BolognaFiere Shanghai Ltd.



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19-21 November 2021
See you in Shanghai!

