



Illustration courtesy of Yuliya Gwilym, 2021 Golden Pinwheel Young Illustrators Competition Astra Award winner



# CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR 17 - 19 November 2023



SHANGHAI WORLD EXPO EXHIBITION & CONVENTION CENTRE  
[www.ccbbookfair.com](http://www.ccbbookfair.com)

# ABOUT CCBF

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



Launched in 2013, China Shanghai International Children's Book Fair (CCBF) has quickly become an important event for the global publishing industry. Over its nine years of development, CCBF provides a leading copyright exchange hub for children's books. It plays an important role in promoting quality children's literature and encourages reading culture among young children. Since 2018, it has entered into close cooperation with Bologna Children's Book Fair (BCBF) organised by BolognaFiere.

**2023 CCBF 10<sup>th</sup> anniversary** will take place on **17-19 November** on the ground floor of the **Shanghai World Expo Exhibition and Convention Centre (SWECC)**.

**DATES** 17 – 19 November 2023

**VENUE** Shanghai World Expo Exhibition and Convention Centre, Hall 1

**ADDRESS** No. 1099, Guozhan Road, Pudong New Area, Shanghai, China

## SCALE 2023

**25,000**

SQM

**450**

Exhibitors

**40,000**

Visitors

## COMMUNITY NETWORKING

 **139,622**

Wechat followers

 **17,570**

Tiktok followers

 **13,959**

Weibo followers

 **6,847**

Instagram followers

 **4,786**

Facebook followers

 **352,346**

Website page views

 **110,000+**

E-newsletter  
subscriptions  
worldwide

# THE CHILDREN'S BOOK MARKET IN CHINA

According to the 2022 Chinese Retail Book Market Report issued by OpenBook, the overall Chinese book retail market was valued in **87.1 billion** CNY. Children's books account for the largest proportion of the total sales of books, reaching **28.62%**, up **0.43%** year on year.

The market has stabilised around **19,500 new titles** published every year, while over **328,500 backlist titles** targeting young readers are currently sold throughout the country. Among those, children's science & encyclopedia, children's literature, and picture books rank top three value-wise. YA psychological self-help books are the products growing fastest in China.

Viewing the sales channels performance, short video e-commerce attracts increasingly users' attention. In 2022, the share of short video e-commerce in the book retail sector surpassed that of physical bookstores for the first time. And the majority of short video e-commerce shopping of books was devoted to children's books.



## WHY DO YOU NEED TO BE AT CCBF?

- Enter one of the most dynamic book markets in the world
- Discover new talents in China and Asia Pacific
- Learn about the latest industry hotspots and trends
- Explore the vibrant culture of Shanghai

## 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

# FEATURED AREAS

## BOP – Bologna Prize Lounge

This area is dedicated to the worldwide winners and finalists of the **BOP – Bologna Prize** for the Best Children’s Publishers of the Year. The BOP Prize annually acknowledges the most significant publishers in each of the six areas of the world: Africa, Central and South America, North America, Asia, Europe and Oceania.



## Strega Prize Lounge

The Strega Prize Lounge is open to winners and shortlisted publishing houses of the **Premio Strega Ragazze e Ragazzi**—the children’s special section of the most important Italian literary Prize. The Strega Lounge is an open window on the best contemporary children’s literature in Italian.

## International Book Showcase

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, the Book Showcase is a space where international printed books are on display for Chinese editors and copyright professionals in search for new contents.



## Rights Centre

Literary Agents and Scouts will be welcomed at CCBF Rights Centre, which is located in the Copyright Zone, and a turn-key opportunity to experience CCBF at 360°.

# ACCOMPANYING PROGRAMMES



## Conferences and Seminars

CCBF professional seminars covers a wide array of topics and formats such as panels on business practices, reading promotion, and creative workshops with children's book masters. 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.

## Illustrators Avenue

A small art fair within a book fair, the "Illustrators Avenue" is an innovative platform created especially for illustrators, artists and content creators seeking for business opportunities, professional training and industry networking.

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.



## Children Plus

CCBF launched “Children Plus” since 2019, a new stream of events aiming to cast light on a trend, a topical subject, a book category or a theme of special relevance for the global publishing industry. Through exhibitions, lectures, round tables and books presentations, we will discover and rediscover the most fascinating titles published in that category, and hear the best publishers and authors who created them.

## Golden Pinwheel Young Illustrators Competition

The Golden Pinwheel International Young Illustrators Competition is a comprehensive programme which includes exhibitions, an illustrated yearbook and a variety of promotional campaigns. In addition to the existing **Book Publishing** category, the 2023 Golden Pinwheel will launch a new category – **Commercial**. It aims to provide a high-quality platform for young illustrators around the world to show their talent and business value, and to build bridges between illustrators, children’s publishers and branding companies, both locally and globally.



## 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 the power and joy 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.



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