



THE LONDON BOOK FAIR AND BOLOGNA CHILDREN'S BOOK FAIR PUBLISH DATES FOR 2017

The London Book Fair – 14-16 March 2017 *Bologna Children's Book Fair – 3-6 April 2017*

London/Bologna 31 September 2015: Bologna Children's Book Fair and The London Book Fair today announced their respective exhibition dates for 2017, with LBF moving to Tuesday 14 – Thursday 16 March and Bologna taking place Monday 3 – Thursday 6 April.

Bologna Children's Book Fair and The London Book Fair have communicated over what is hoped to be a practical solution to a potential bottleneck of dates in 2017. The London Book Fair has worked closely with their venue partner, Olympia, to get the best dates available within a very crowded event schedule, particularly as Spring holidays are taking place later in 2017.

BolognaFiere – owner of the Bologna Children's Book Fair – has negotiated dates with many of their key clients, in order to allow confirmation for the Book Fair at the beginning of April. This was due to the fact that many international events already take place during this month in Bologna and so it was important to find a viable solution for everyone to work with.

Commenting on this development **Jacks Thomas, Director of The London Book Fair** says: 'After discussion with our Advisory Boards we decided to return The London Book Fair to a March date in 2017; it seemed to be the best solution to a logistical problem of these two important shows otherwise being back-to-back due to the way that Easter and other holidays fall in 2017 with the latter having an effect on venue scheduling. We hope that our customers, many of whom have asked us to look at this issue, will be pleased with this decision. It is a great pleasure to be able to work across territories in this way so as to fulfil customers' wishes and I thank BolognaFiere for their support.'

Aldo Sansone, Executive Officer of BolognaFiere says: "We are very happy to work with The London Book Fair and are convinced that dialogue and synergies are the most concrete ground for our customers' business. Balance of the international trade fairs calendar lay the best opportunities for publishers to draw new business and develop their future projects together."

The London and Bologna Children's Book Fairs have also liaised with regards to their respective 2016 shows to ensure that any exhibitors attending both are given early access to leave Bologna and late access into London. Thus allowing exhibitors to attend both shows as efficiently as possible within the tight turnaround necessitated by holidays and venue availability in 2016.

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Notes to editors:

THE LONDON BOOK FAIR (LBF)

The London Book Fair (LBF) is the global marketplace for rights negotiation and the sale and distribution of content across print, audio, TV, film and digital channels. Taking place every spring in the world's premier publishing and cultural capital, it is a unique opportunity to explore, understand and capitalise on the innovations shaping the publishing world of the future. LBF brings you direct access to customers, content and emerging markets. LBF 2016, the 45th Fair, will take place from Tuesday 12-Thursday 14 April 2016, Olympia London. LBF's London Book and Screen Week will run for the third year, with the book fair as the pivotal three day event within a seven day programme. London Book and Screen Week will begin on Monday 11 April. For further information, please visit: www.londonbookfair.co.uk

THE BOLOGNA CHILDREN'S BOOK FAIR (BCBF)

The Bologna Children's Book Fair is the most important international event dedicated to the children's publishing and multimedia industry. In Bologna authors, illustrators, literary agents, licensors and licensees, packagers, distributors, printers, booksellers, and librarians meet to sell and buy copyright, find the very best of children's publishing and multimedia production, generate and gather new contacts while strengthening professional relationships, discover new business opportunities, discuss and debate the latest sector trends. About 1,200 exhibitors coming from 75 countries and 25,000 international professional trade representatives in 2015, extending over 20.000 square meters (about 215.000 square feet) of exhibition space. www.bookfair.bolognafiare.it