

THE LEADING INTERNATIONAL EVENT FOR THE SECTOR CONTINUES TO GROW

The figures confirm the global leadership of the Bologna Children's Book Fair

Bologna Children's Book Fair, from the 3rd to 6th April at BolognaFiere, once again welcomed to its pavilions illustrators, authors, exhibitors, publishers, artists, librarians, teachers, producers and developers from all over the world, confirming its position as the leading international Fair for the sector. The extraordinary success of this year's edition was confirmed by the statistics that, once again, demonstrate positive growth: an increase in professionals attending the event, **26,743 professionals (+2% compared with 2016), 11,752 foreign professionals (+15% on 2016), representing 44% of the overall total.**

BOLOGNA CHILDREN'S BOOK FAIR LAUNCHES A NEW INITIATIVE IN NEW YORK

Announced on Tuesday 4th April, the new event dedicated to the commercialization and trade in publishing rights on an international level. **From 30th May to June 1st 2018 BolognaFiere will be in New York** with an appointment that will offer an opportunity for publishers and American agents to meet with their colleagues from all over the world alongside booksellers and librarians. Among the strategic partners with offices in the United States that will enable the creation of an event with a global reach is *Publishers Weekly PW*, the international platform for information relating to the publishing sector. Together with BolognaFiere and at the Bologna Children's Book Fair is the co-sponsor of the initiative Global Kids Connect (NYC). Other partners include *Combined Book Exhibit* and *PubMatch*, the largest online platform for the trade in rights.

ILLUSTRATORS' EXHIBITION, AWARD AND INTERNATIONAL TOUR

Very positive feedback for the **Illustrators' Exhibition 2017** and its new special display - the layout on the tables just as the illustrations are presented to the international jury for selection - which was appreciated for its greater proximity to the soul of illustration and a layout that enabled a more straightforward reading of the works. After the Fair, this edition of the Exhibition of 75 talents, including both established and unpublished illustrators, from 26 countries and representing diverse cultures, styles and sensibilities, will undertake a **long international tour** that will last for two years travelling through cultural centres in a variety of countries, such as Japan, the United States, Taiwan and China. The tour of the artists selected at last year's edition of the Bologna Children's Book Fair will also continue, following stops in Japan, Chicago and Taiwan, it is now set to begin a long Chinese tour. This extraordinary collection is a reference point for illustration all over the world and, thanks to its international appointments, offers a boost to the profile and visibility of all the artists selected.

Great satisfaction also for the **8th Bologna Children's Book Fair - Fundación SM International Award for Illustration**: Spanish illustrator Manuel Marsol has already made an impression and his personal exhibition at the Fair in 2018 is eagerly anticipated by those in the sector.

MEDIA COVERAGE FO THE BOLOGNA CHILDREN'S BOOK FAIR

More than **720 accredited journalists from over 40 countries** reported on the Bologna Children's Book Fair From South Korea to Iran, Japan to Rwanda, Ivory Coast to Chile, more than 200 foreign reporters arrived at BolognaFiere between the 3rd and the 6th April. An extremely high level of media coverage included live broadcasts and reports on national and international radio and television, newspapers, magazines and the international specialist press and over 100

online publications. **So far more than 1000 articles have been published.** Among other organizations present at the Fair was **Rai Cultura**, with whom Bologna Children's Book Fair established a media partnership for the 2017 edition of the event, offering in-depth reports and interviews with the key players at the Fair. There were also two daily magazines that told the story of the Fair, curated by two of the leading professional publishers dedicated to the world of books **The Bookseller** (Great Britain) and **Publishers Weekly** (USA).

There were also important results for the **online channels of the Bologna Children's Book Fair, recognised by users on a global level:** the public and exhibitors utilized tools and services that amplified the experience of the BCBF 2017. The digital platform acquired further strength and identity, confirming itself as a hub for the presentation, collection and diffusion of content and initiatives in the sector. **Over 1 million visits to the event website, 150,000 unique users, of whom 62% were foreign (+12%), 54% via mobile devices or tablets.** The service of email marketing reached over 85,000 professionals around the world, of whom **6,000** registered during the last week. 6 active social channels confirmed their role as a reference point for the international community: **30,000 professionals active on Facebook, 8,500 on Twitter and 10,000 on Instagram. Finally the App BCBF 2017 registered over 2000 downloads. More than 150 underground events signposted by the exhibitors, took place.**

The 55th edition of the **Bologna Children's Book Fair** is due to take place in 2018 from the **26th to the 29th March with China as the Country Guest of Honour.**

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