



## THE 60<sup>TH</sup> BOLOGNA CHILDREN'S BOOK FAIR

### *Still rocking at 60!*

**The sixtieth edition concluded today, together with BolognaBookPlus and Bologna Licensing Trade Fair/Kids, with a total of 28894 professional visitors**

Today, 9 March 2023, saw the conclusion of the 60<sup>th</sup> **Bologna Children's Book Fair (BCBF)**, held at the Bologna Exhibition Centre alongside the spin-off events **BolognaBookPlus (BBPlus)** and the **Bologna Licensing Trade Fair/Kids (BLTF/K)**. This year's edition confirmed once again Bologna's position as the global capital of the trade in copyrights and publishing rights.

**1456 exhibitors** have arrived in Bologna **from around 90 countries and regions the world**, and a total of **28894 professional visitors** (+35% compared with 2022, and confirming the number of 2019, the last year prior to the pandemic), who took part in **325 live events over the four days of the event** – an increase of 25% compared with 2019 – and more than **260 further events** organised by the exhibitors at the fair and around the city.

These achievements follow on from, and acknowledge, the important work conducted by the Bologna Children's Book Fair on the international scene through activities, including tours and initiatives, that transcend the March event in Bologna and continue throughout the year. The fair is both grateful for and encouraged by the achievements of this 2023 edition, celebrated together with the global community of children's books and illustration. Among the guests helping blow out the fair's 60 candles this year were: **Albertine Zullo, Beatrice Alemagna, Rotraut Susanne Berner, Marc Boutavant, Rebecca Dautremer, Laura Carlin, Suzy Lee, Nicholas Jubber, Katsumi Komagata, David Levithan, Manuel Marsol, Sarah Mazzetti, Hasan Mousavi, Fabian Negrin, Elena Odriozola, Martin Salisbury, Alessandro Sanna, Axel Scheffler, Susanna Tamaro and Klaas Verplancke.**

Important results also for the BCBF platform: **more than 2 million website views, 200,000 unique users** (60% from abroad), **more than 60,000 users registered for the online services, +21% of unique users connected** compared with 2022, thanks to the extension of the offer of content and services generated through digital channels at the previous online and in-person editions. The **Facebook and Instagram** communities numbered, respectively, **80,000 (+23%) and 90,000 (+23%) followers**, while **LinkedIn** attracted **10,000 followers (+41%)**. **More than 50 videos** were produced (including full reports and live recordings) for use online and on demand. In just 2 months **more than 1000 professionals** took part in masterclasses, conferences, training courses and special initiatives organised on the online platform **Open Up - The BCBF Skill Box**, which is active all year round. **800 illustrators, from 70 countries and regions around the world** presented their work on the Virtual Illustrators Wall on screens positioned at the heart of the event.





The spotlight on the event was confirmed also by the presence of more than **750 journalists** at the fair, of whom **35% came from outside Italy, from 33 countries and regions of the world**. The journalists who attended represented not only the cultural sector, but also other industries, and they provided extensive coverage of the 4-day fair in newspapers, magazines, offline and online media, national and international radio and TV. All of this has served to confirm that BCBF is a key destination for keeping abreast of market trends.

This success was achieved thanks also to the support of the **Italian Ministry for Foreign Affairs and International Cooperation (MAECI) and ITA-the Italian Trade Agency**.

The 61<sup>st</sup> edition of the Bologna Children's Book Fair is scheduled to take place from 8 to 11 April 2024 and will feature Slovenia as the Country Guest of Honour.

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