

BOLOGNA CHILDREN'S BOOK FAIR



IMMERSE
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IN CHILDREN'S
CONTENT

8-11 APRIL
2024
BOLOGNA
ITALY



BOLOGNA LICENSING TRADE FAIR/KIDS

BLTF/K is celebrating its 17th edition alongside the Bologna Children's Book Fair From 8 to 11 April 2024, four days focussing on the latest developments and trends concerning brands for children, teens and young adults



Bologna
Licensing
Trade
Fair

The **Bologna Licensing Trade Fair/Kids (BLTF/K)**, the **international licensing event** dedicated to the trade in brands and intellectual property for children, teenagers and young adults, is due to return to the BolognaFiere Exhibition Centre for its **17th edition, from 8 to 11 April 2024**.

The licensing business fair is an integral part of the **Bologna Children's Book Fair (BCBF)**, the world's leading fair event for children's publishing, which in 2023 celebrated its 60th anniversary with an enormously successful edition that attracted 1,456 exhibitors from 90 countries and regions of the world and 28,894 visiting professionals.

The new edition of BLTF/K, in **Hall 29 - Mall 2**, will be packed with content and services. In addition to the **exhibition area** and **events room** for launching and presenting brands, the **Licensing Business Lounge** will be available for hosting appointments and exhibiting products. Also, the new **BCBF TV/Film Rights Centre** area, designed to welcome audiovisual producers and facilitate networking with the publishing world for a greater book-to-screen offering, realised in cooperation with Book on a Tree. There will also be sustainability-themed exhibitions and initiatives, in-depth coverage of the retail and fashion sectors, with opportunities for meetings between operators in these two areas and exhibitors.

In collaboration with **Licensing Magazine**, BLTF/K is also organising the 4th edition of **the International Kids Licensing Days (IKLD)**: three days of panel discussions about the latest trends in licensing and publishing will take place from 8 to 10 April, with important focus sessions on **gaming, Artificial Intelligence and the adaptation of books into audiovisual formats**. Some sessions will be dedicated to **landmark anniversaries**, such as 50 years of Hello Kitty and 35 years of Elmer, the world's most colourful elephant.

The numerous scheduled speakers include, **Yulia Amano** (Kodansha, Japan), **Ludwig Kullander** (Astrid Lindgren Company, Sweden), **Tadeja Irmančnik** (Outfit7, Slovenia), **Paul Black** (Andersen Press, UK), **Silvia Figini** (Sanrio, Italy),

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three global events
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Daniele Tombini (Smiley World, UK), **Francesca Perri** (Tonucci & Partners, Italy), **Gary Pope** (Kids Industries, UK), **Morghen Fortier** and **Brett Jubinville** (Skyship Entertainment, Canada), **Neal Hoskins** (WingedChariot, Poland) and **Gianluca Marani** (Funny Tales, Italy).

An important new feature at this edition comes in the form of the **Licensing Portfolio Reviews**, 12 sessions spread over three days and including an expected **150+** meetings. Thanks to a speed-dating format, leading international companies in the sectors of audiovisual production, gaming, toys, fashion and stationery, such as **Devolver Digital**, **Funny Tales**, **Animoka**, **Gaumont**, **Pigna**, **Awakening Games**, **IllustraBimbi** and **Red Glove** will meet with young illustration talents from all over the world. The meetings will be held in **Hall 30**, at **The Illustrators Survival Corner**.

Another significant new initiative is the collaboration with the new **BCBF TV/Film Rights Centre** area, designed to welcome audiovisual producers and facilitate networking with the publishing world to encourage the development of book-to-screen projects. There will also be exhibitions and initiatives on the theme of **sustainability** and focus sessions on the **retail** and **fashion** sectors, with opportunities for meetings between exhibitors and operators in these two areas.

More than **1,000 brands** and **numerous exhibitors** will be present at BLTF/K 2024, including: **The Pokémon Company International**, **DeAPlaneta Entertainment**, **Universal Products & Experiences**, **Sanrio**, **Pea**, **Mattel**, **Boing**, **Rai Com**, **Maurizio Distefano Licensing**, **Mondo TV**, **TF1 Licensing**, **Cool Things**, **Sbabam**, **Starbright**, **Grani & Partners**, **Dynit**, **Leoni**, **Kreaktiva Lab** and many others.

The fair will also feature the awards ceremony of the **7th edition** of the **Bologna Licensing Awards**, the only industry accolade in Italy for international licensors/agencies, licensees and retailers, concerning the development of intellectual property and brands. The award attracted a total of **182 entries** from **all over Europe** (Italy, France, Spain, Germany, Ukraine, Czech Republic, Lithuania and Scandinavia) and other parts of the world such as the **UK**, **USA**, **Colombia** and **China**. The winners - who will benefit from a special showcase at the centre of the event - were selected by a jury composed of: **Philippe Guinaudeau** (founder of The BrandTrends Group, France); **Ian Hyder** (CEO Max Publishing, UK); **Helena Mansell-Stopher** (founder of Products of Change, UK); **Cristina Paesani** (art and fashion expert, Italy) and **Astrid Specht** (editor of TOYS and 1st Steps, Germany). These the awards' categories: Best Preschool Licensing Project, Best Kids Licensing Project, Best Teen Licensing Project, Best Young Adult Licensing Project, Best Retail Project, Best Fashion Project, Best Licensed Publishing Project, Best Licensed Toy Project, Best Promotion/Loyalty campaign, Promotion: Best Licensed Kiosk Product, Best Licensed Sustainable Project, Best Property of the Year.

For further information

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<https://www.bolognachildrensbookfair.com/> - BOLOGNA LICENSING TRADE FAIR

<https://www.linkedin.com/company/bolognalicensingtradefair/>

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