

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR



**2023 China Shanghai
International Children's Book Fair
Post-show Report
17-19 November SWEECC**

Exhibition Review

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General Information

25,000 square metres

25 countries/territories

478 exhibitors

42,733 visitors

19,086 professional visitors

91 speakers and guests

329 professional programmes and reading promotion activities



Exhibitors Review

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Exhibitors Review

25 Countries and regions

478 Exhibitors

323 Domestic Exhibitors

155 International Exhibitors

Overall Evaluation by Exhibitors*

95% Exhibitors gave a rating of good to excellent

98% Exhibitors would recommend CCBF to their business partners and friends

94.12% Exhibitors plan to participate again in 2024

*Data source: 2023 CCBF Exhibitors Survey



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Featured Copyright Areas

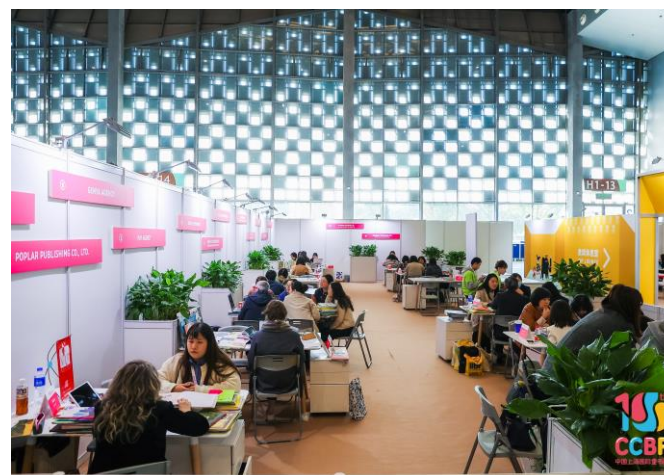


Bologna Prize Lounge

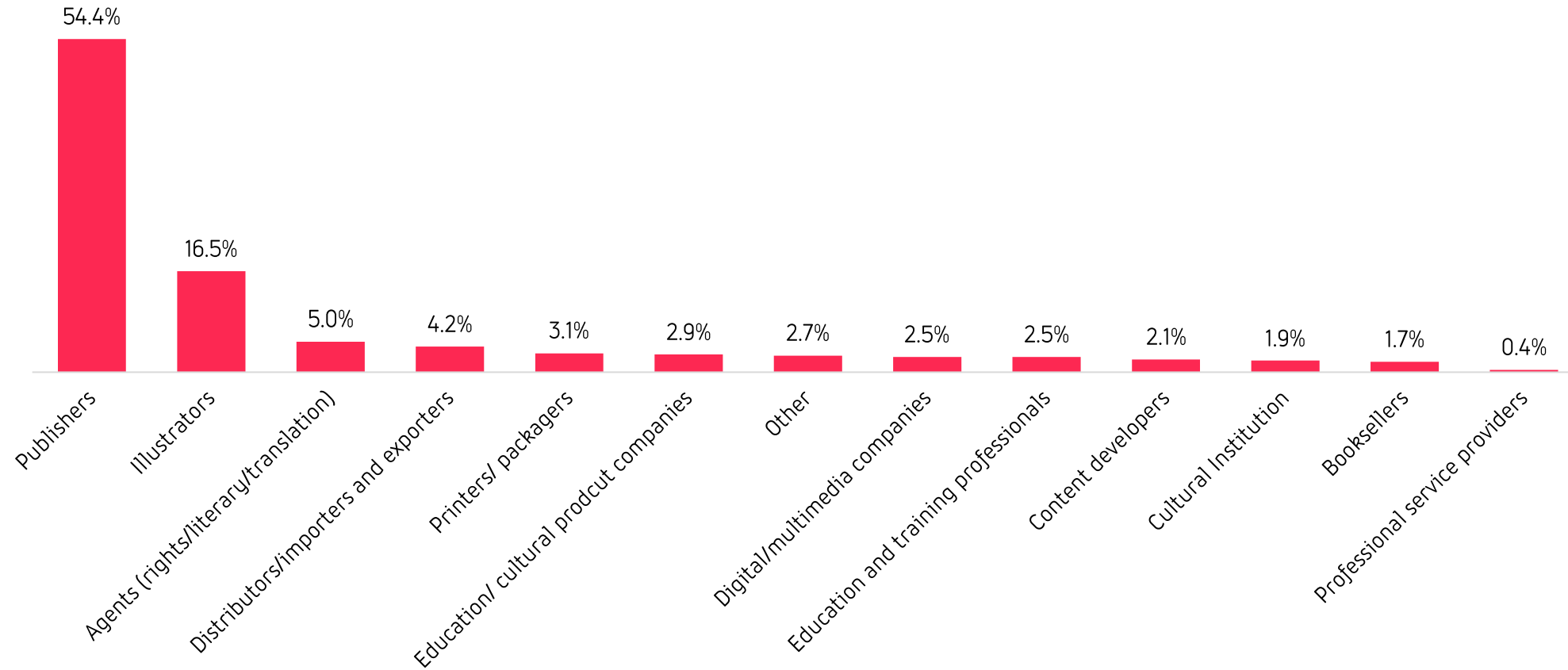
10 internationally recognised award-winning publishers

Rights Centre

14 international copyright agencies



Exhibitors' Nature of Business



Visitors Review

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Visitors Review

42,733 visitors

19,086 professional visitors

Overall Evaluation by Visitors*

95.36% Visitors gave a rating of good to excellent

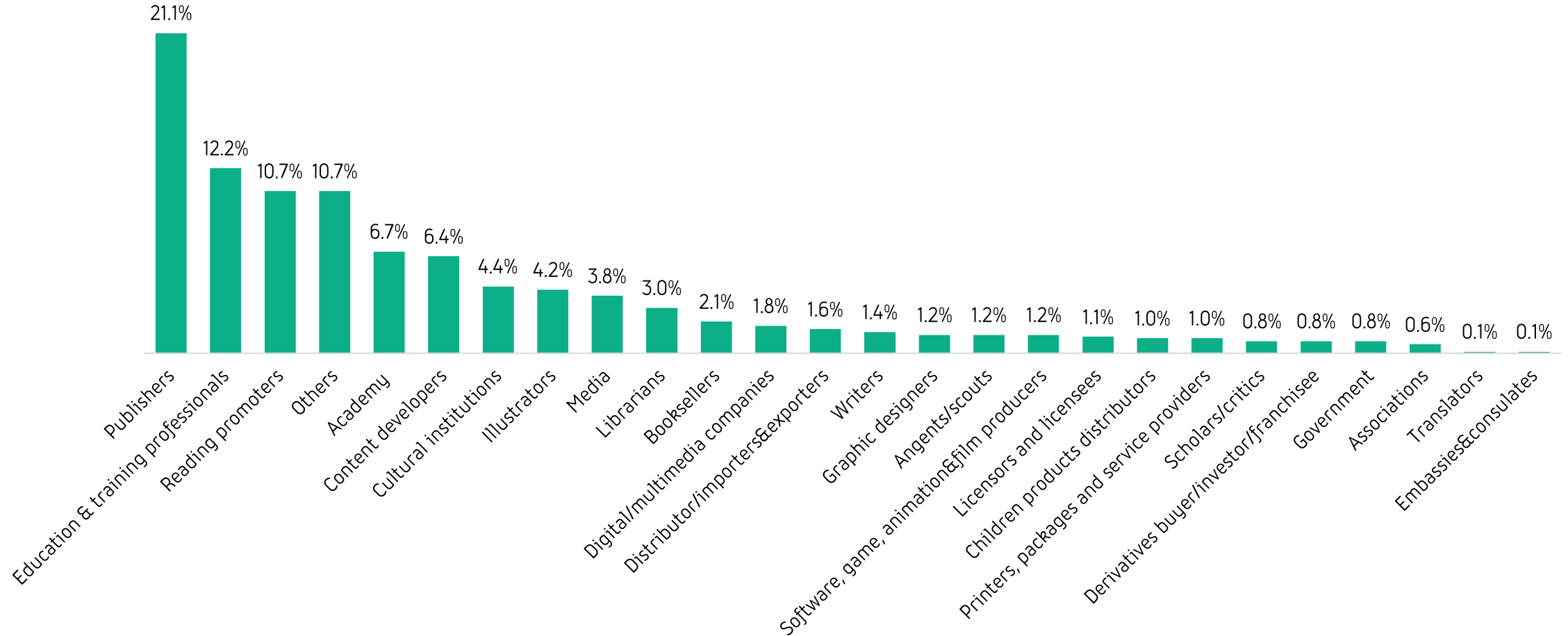
99.07% Visitors would recommend CCBF to their business partners or friends

98.33% Visitors plan to participate again in 2024

* Data source: 2023 CCBF Visitors Survey

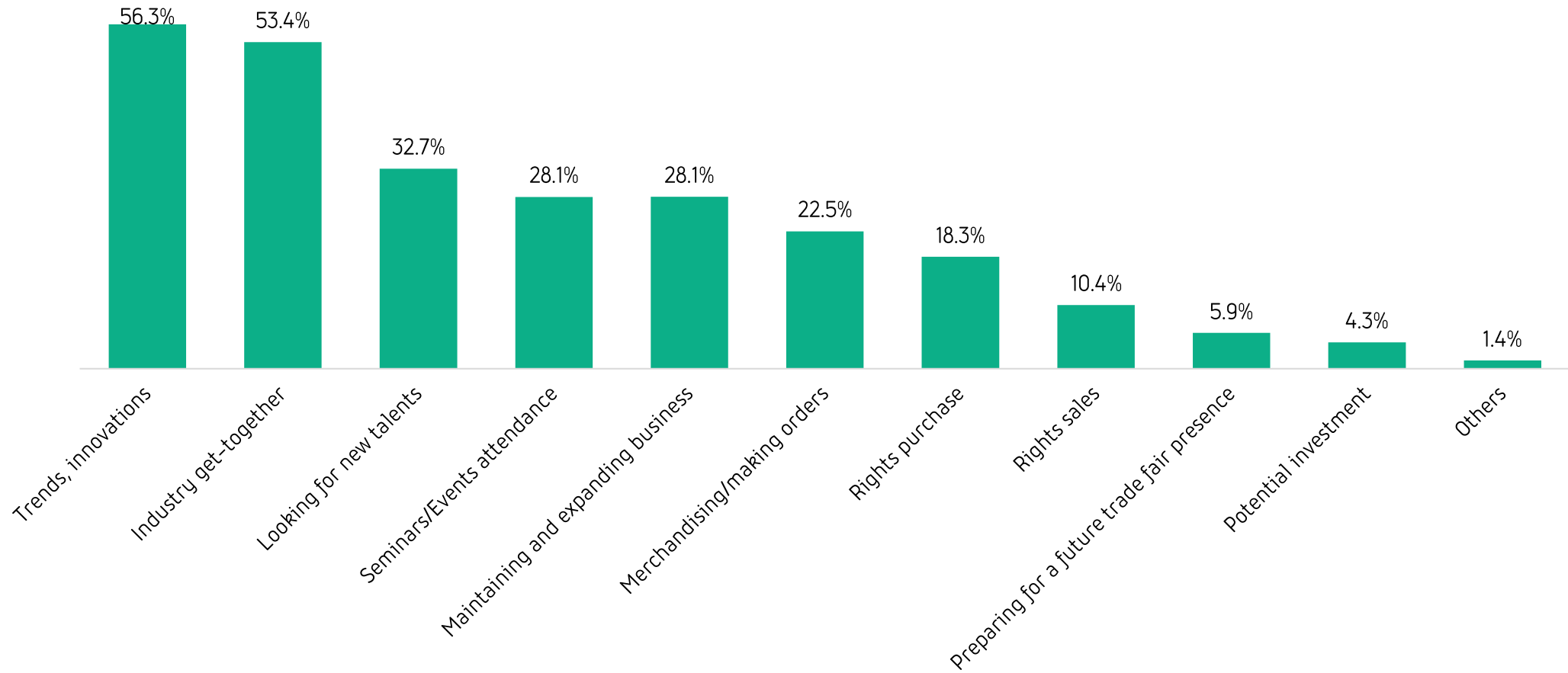


Visitors' Nature of Business



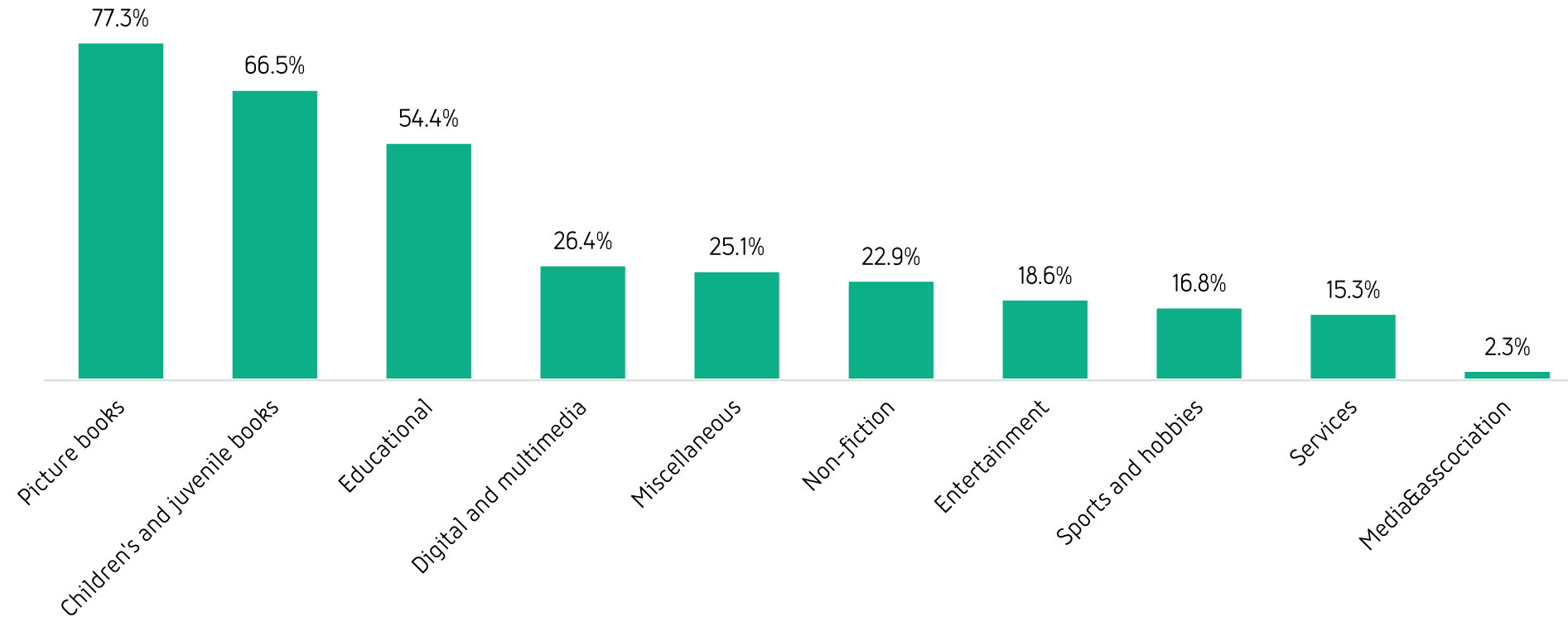
*Data source: 2023 CCBF Professional Visitor Online Registration

Purpose of Visit



*Data source: 2023 CCBF Professional Visitor Online Registration
Multiple-choice questions, response percentages exceed 100%

Visitors' Interests



*Data source: 2023 CCBF Professional Visitor Online Registration
Multiple-choice questions, response percentages exceed 100%

Programmes Review

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Official Conference and Seminars

9 conferences and seminars

51 speakers

1,889 audiences

- CCBF 10th Anniversary Themed Forum: Narrate a Good Chinese Story, Witness the Development of Chinese Children's Books in the Past Decade
- Global Children's Book Retail Market Analysis: 2023 Trends and Data
- Award Winners' Series: Bernardo·P. Carvalho
- New Channels of Children's Book
- How to cross language and cultural boundaries?—The Development of Original Chinese Picture Books in Perspective
- Award Winners' Series: Zhu Chengliang & Lluís Prats
- Fairy Tale Rewritings
- Beauty and the World: Interpretation and Appreciation of Non-Fiction Children's Picture Book
- Make the story more appealing to read—Present Status and Tendency of Comics & Graphic Novels



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Golden Pinwheel Young Illustrators Competition

1 "2023 Golden Pinwheel Young Illustrators Competition Postcard"

1 *Collection of CCBF Golden Pinwheel Young Illustrators Competition 2017-2021*

2 Categories: Book Publishing & Commercial

13 International Awards

79 Countries and Regions Participated

100 Finalists

2,582 Illustrators Participated

13,508 Entries



Golden Pinwheel Young Illustrators Competition

图书出版类
Book
Publishing
Category



Golden Pinwheel Grand Award (China)

The Different "1"

Liu Longsha (China)

图书出版类
Book
Publishing
Category



Golden Pinwheel Grand Award (International)

My secret box

Maeva Rubli (Switzerland)

Golden Pinwheel Young Illustrators Competition

图书出版类
Book
Publishing
Category



**Golden Pinwheel Astra Award, Golden Pinwheel Illustration
Special Mention**
Natalia Shaloshvili (UK)

图书出版类
Book
Publishing
Category



Golden Pinwheel Illustration Special Mention
A Yuan's Home
Fu Wenzheng (China)

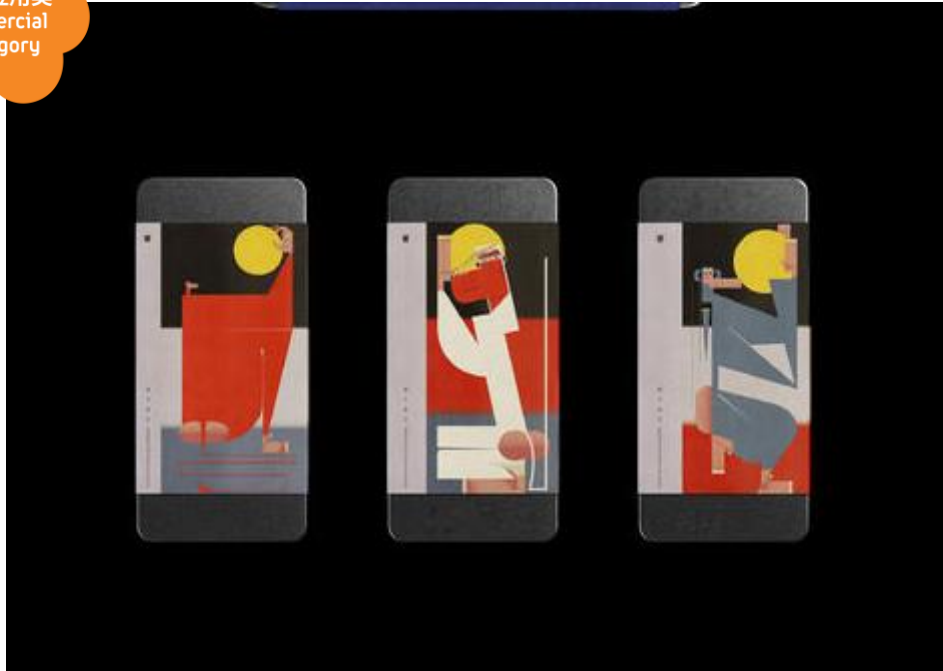
图书出版类
Book
Publishing
Category



Golden Pinwheel Illustration Special Mention
Lullaby for fireflies. Lullabies in native languages
from Puebla, Mexico
Amanda Mijangos / Armando Fonseca (Mexico)

Golden Pinwheel Young Illustrators Competition

商业应用类
Commercial
Category



Golden Pinwheel Grand Award (China)

Monkeys Fetching the Moon

Cai Yidong (China)

商业应用类
Commercial
Category



Golden Pinwheel Grand Award (International)

Flowers Neighborhood

Fernanda Massotti (Brazil)

Golden Pinwheel Young Illustrators Competition

商业应用类
Commercial
Category



Golden Pinwheel Illustration Special Mention

Good Morning
Mu Hanyu (China)

商业应用类
Commercial
Category



Golden Pinwheel Illustration Special Mention

Hutu Teahouse
Wang Mingru (China)

商业应用类
Commercial
Category



Golden Pinwheel Illustration Special Mention

Everybody Reads
Polina Kalashnikova (Russia)

Golden Pinwheel Young Illustrators Competition

图书出版类
Book
Publishing
Category



Golden Pinwheel People's Choice Award

The Little Giant
Zhang Mingyan (China)

商业应用类
Commercial
Category



Golden Pinwheel People's Choice Award

What's the Shape of Love
Cyan Lin (China)

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Illustrators Survival Corner



10 Masterclasses

9 Workshops

27 Portfolio Reviews

1,789 Illustrators Participated

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Illustrator Avenue



79 groups of illustrators and art studios participated

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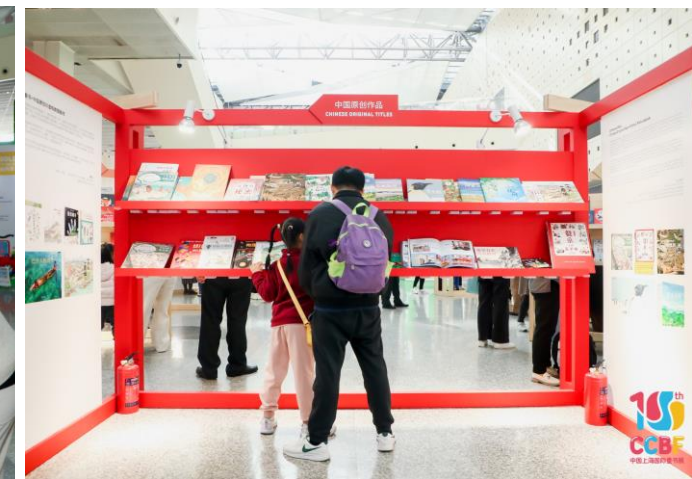
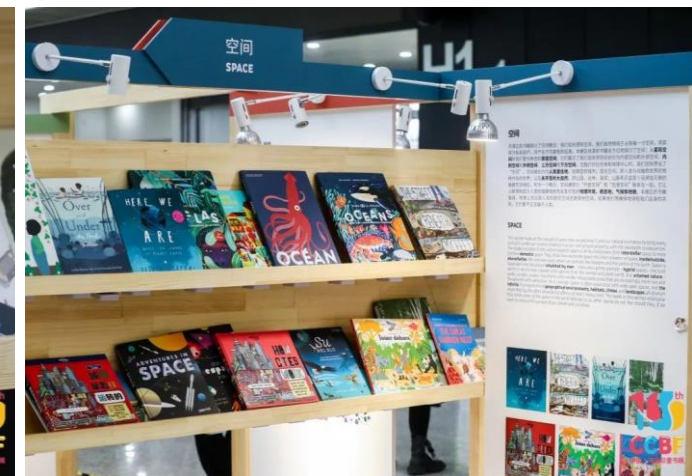
Children Plus—Beauty and the World

200 International Titles

Curated by Giorgia Grilli, an associate professor of Children's Literature at the University of Bologna, and her team member Ilaria Dindelli.

50 Chinese Original Titles

Curated by Chen Hui, a professor at the School of the Chinese Language and Literature of Beijing Normal University and the director of the Research Centre on Chinese Picture Book Writing.



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Exhibitors' Events

A total of **204** book releases, promotion events and signing sessions took place on the fairgrounds and around town. In which, there are:

56 events in the official event area and conference room

146 exhibitor events on the booth

8 online and offsite events



Media Promotion

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Media Promotion

238 total media outlets

23 industry media from the US, the UK, Germany, Italy, and China

30 mainstream media

84 Social Media

101 online media

The total media value reached **22.25 million** RMB

*Statistics up to 18 December 2023

官方合作媒体 Official Media Partners



深度合作媒体 Main Media Partners



战略合作媒体 Strategic Media Partner



特邀合作平台 Official Social Media Platform



支持媒体 Supporting Media



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Official Platforms



WECHAT
167,248
Followers



WEIBO
14,613
Followers



DOUYIN
17678
Followers



RED
3,441
Followers



FACEBOOK
4,898
Followers



INSTAGRAM
8,968
Followers

*Statistics up to 18 December 2023



The image displays three screenshots of the CCBF's official social media profiles. The top screenshot is from Weibo, showing the profile page for '中国上海国际童书展 CCBF' with 156 followers and a bio in Chinese. The middle screenshot is from Douyin, showing a post about the '2023 CCBF 插画师大道 招募中' (2023 CCBF Children's Book Illustration Competition Recruitment). The bottom screenshot is from Instagram, showing the profile for 'China Shanghai International Children's Book Fair - CCBF' with 4.8K followers and a bio in English.

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Digital Marketing

4 Million+ Baidu Impressions

640k+ Google Impressions

3.8 Million+ Wechat Moment Impressions

115k+ cumulative SMS reach

726k+ cumulative EDM reach: 87.7% domestic, 12.3% international

*Statistics up to 18 December 2023

Google search results for "china shanghai international children's book fair". The results include information about the fair's dates and venue, its history, and a link to the official website. A prominent banner for the 2023 fair is displayed, featuring the CCBF logo and the text "专业观众登记系统现已上线 即刻注册" (Professional Visitor Online Registration is Open). Below the banner, there is a section for "提前注册福利及服务" (Advance Registration Benefits and Services) and a "相关问题" (Related Questions) section.



朋友圈
中国上海国际童书展
加入我们 共庆上海童书展 十周年盛会!
11.17-19上海世博展览馆, 450+海内外展商, 共庆十周年童书盛会!
立即预定
5分钟前 最近有520人预定

朋友圈
中国上海国际童书展
第十届上海童书展开展倒计时! 11月17-19日, 即刻锁定预售门票!
立即预约
5分钟前 最近有520人预约

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Media Promotion Highlights



Shanghai's Children's Book Fair at 10: A Fifth Year for Its Bologna Partnership

By Porter Anderson, Editor-in-Chief | @Porter_Anderson

The 10-year-old Shanghai International Children's Book Fair welcomes its partner, Bologna, for collaboration and support.

An Italian-Chinese Collaboration

With the China Shanghai International Children's Book Fair (CCBF) scheduled to wrap its 10th edition Friday through Sunday (November 17-19), the program is pointing out to members of the news media today that it's reaching its fifth year of partnership with Bologna and the Bologna Children's Book Fair (BCBF, April 8 to 11).

The association is guided by **Thomas Chen**, general manager of BolognaFiere China with the benefit of his Bologna fair's operation. On the Italian end of the partnership is the Bologna fair's director, **Ennio Naselli**.

So only has international attendance grown at the Shanghai children's book fair, the company tells us, but OpenBook—Publishing Perspectives' associate in producing *our long-running China Bookweek reports*—sees a major jump in the share of the Chinese kids' book market. In 2012, children's books accounted for less than 20 percent of the overall book market, we're told, and by 2022, 10 years later, the youth-oriented sector of the market had grown to 38.66 percent.

It's interesting to note that it was at the beginning of 2023 that the Chinese government ended its "one-child" policy that had restricted non-Chinese families to a single child for a period of some 35 years. Thus, four years into the decade being looked at by OpenBook for Shanghai and Bologna, a major change occurred (over a three-year rapid transition), which made it possible for a family to have a larger need of children's literature.

Thus, the cooperation between Bologna and Shanghai may have had the benefit of some very good timing: by the end of the decade in question, OpenBook saw the children's sector growing faster than

Five Trends in the Chinese Children's Book Market

By Teti Tan | Nov 28, 2023

Understanding what is trendy and selling—and what simply isn't—is crucial for those looking at and working in the Chinese book market. Numbers tell the story, and as such, the first conference session of the recently concluded China Shanghai International Children's Book Fair, which ran November 17-20. Most of them had not been back since the 2019 event, and the slump in the Chinese children's book market due to the pandemic fueled their anxiety.

But by the end of the day, many had expressed hope for a quick revival of the children's book segment in China amid high potentials for signed deals in the weeks ahead. For some exhibitors, significant changes in the marketplace had them shifting gears and reassessing offerings to Chinese publishers and rights agents.

Sales manager David Moggs of Award Publications, for instance, abandoned his initial plan to look for partners to renew contracts that had expired after the first few meetings. "The Chinese market has moved on during my five-year hiatus from this fair. I'm seeing an overwhelming interest in nonfiction—such as our 12-tilt Mega series and 10-tilt How It Works series—which is surprising given that the information is readily available over the internet. Basically, local publishers are looking for nicely packaged nonfiction books, specifically on science and nature, that are illustrated in a contemporary style."

Picture books dealing with social and emotional learning were also gaining popularity, said Moggs, who enjoyed reading about Frenchman Pecham titles such as *Brody's Battle Cry*, the *Conker* the *Chameleon* series, and the upcoming *Get Well Spell*, as well as

Optimism and Opportunities at the 2023 Shanghai Children's Book Fair

By Teti Tan | Nov 21, 2023

The sense of trepidation among overseas exhibitors was palpable as they headed to their respective booths on the opening day of the China Shanghai International Children's Book Fair, which ran November 17-20. Most of them had not been back since the 2019 event, and the slump in the Chinese children's book market due to the pandemic fueled their anxiety.

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China Shanghai International Children's Book Fair to take place in mid-Nov

Kun in Shanghai | chinadaily.com.cn | Updated: 2023-11-02 14:34

China Shanghai International Children's Book Fair will be held from November 17 to 19 at the Shanghai Exhibition and Convention Center.

20 exhibitors from 25 countries and regions will display over 30,000 children's books at this year's 10th edition. Professional exchange and reading promotion activities will also be held.

15,000 visitors, including publishers, copyright agents, writers, distributors, and other professionals, will attend these events.

publishing firms from Italy, the United Kingdom, France, Germany, Canada, Belgium, Austria, and Switzerland in the festival.

There are well-known publishers from the United Kingdom, France, Germany, Canada, Belgium, Austria, and Switzerland in the festival.

China Shanghai International Children's Book Fair 2023.11.17-19 上海国际童书展

The 10th edition of China Shanghai International Children's Book Fair will take place at Shanghai World Expo Exhibition & Conference Center from Nov 17 to 19. [Photo provided to chinadaily.com.cn]

exhibitors to participate in children's book fair

Nov 17-19

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BOLOGNA CHILDREN'S BOOK FAIR

61^a edizione 4-11 aprile 2024 Bologna

immerse yourself in children's content

CCBF 2023

La prossima settimana, China Shanghai International Children's Book Fair celebrerà la sua edizione numero 10. CCBF è orgogliosa di essere co-organizzatore dell'unica fiera interamente dedicata ai libri e ai contenuti per bambini e ragazzi da 0 a 16 anni nell'area dell'Asia Pacifico, e con un formato prevalentemente professionale.

Il 10° anniversario di CCBF (17-19 Novembre) ospiterà 478 editori da 25 Paesi e Regioni (tra le delegazioni internazionali Corea del Sud, Regno Unito, Francia, Emirati Arabi, Canada, Belgio, Austria e la collettiva italiana organizzata da IATA). Molti gli autori e gli ospiti internazionali che gerneranno un ricco programma di iniziative su un Forum tematico sulle future tendenze del panorama editoriale nei prossimi anni.

FRANKFURT SHOW DAILY

YOUR REVIEWS MOMENT

FRANKFURT FOREVER! THE BOOK FAIR CELEBRATES 75 YEARS

JOIN US! CELEBRATE CCBF'S 10TH ANNIVERSARY

Rights & Deals News

Register for free now: Discover and buy international rights and permissions online

JOIN US! CELEBRATE CCBF'S 10TH ANNIVERSARY

Frankfurt 75th Edition: Two Agents' LRAQ Moments

Norway's Jon Fosse Wins the Nobel Prize in Literature

Spain's 2023 Libor: 373 Companies From 13 Markets

Nairobi International Book Fair Introduces Rights Trading

Rollout of Scholastic Book Fairs' New Diversity Offering Comes Under Fire

Publishing Industry Date Rescheduled to August

China Shanghai International Children's Book Fair

REGISTER FOR FREE NOW

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Bologna Fiere e Bologna International Children's Book Fair

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Media Promotion Highlights



CCBF 2023 in Quotes

Quotes from Exhibitors

It is wonderful to be back at CCBF in person after taking part remotely for the past two years. Our publishers have had some very productive meetings as being back in Shanghai has provided a chance for more meaningful and fruitful conversations to take place.

Gloria Bailey (UK), Associate Director, Export Services, The Publishers Association

It was very important to be present with an Italian pavilion at the Shanghai Children Bookfair together with the Italian Publishers Association. The book market in China is valued at CNY 87.1 billion (USD 12.65 billion). Children's books account for the largest share of total sales. In fact, children's publishing constitutes one of the most dynamic and growing sectors of China's publishing industry.

Augusto Di Giacinto, Director, Italian Trade Agency in Shanghai

It is a great honour to represent 10 publishing houses of the French community of Belgium at the 10th CCBF. From the very first day, we were astonished by the number of visitors to our stall and their overwhelming enthusiasm for the books we brought. We extend heartfelt thanks to the organizers for their unwavering support, providing us with a platform for in-depth exchanges with publishing houses in China. Until we meet again at the CCBF in 2024!

Wang Chengxue (China), Education & Technology Program Officer, Wallonie-Bruxelles International

Hachette Children's Group is thrilled to be back exhibiting at CCBF in its 10th year. The organisation of the fair and the UK Pavilion has been exceptional. It's wonderful to be able to host meetings with long-standing customers and to make new connections. We anticipate continued growth in our Chinese sales as a result.

Susannah Palfrey (UK), International Business Development Director, HACHETTE UK

Quotes from Exhibitors

An exciting fair full of meetings and exchanges, with a flair of Bologna bookfair. Thank you for this perfect organization, the warm welcome received from Shanghai hosts was truly thoughtful.

Hedwige Pasquet (France) Chairman, Gallimard Jeunesse

The CCBF 2023 has been a fantastic experience! Chouette Publishing and PAPP International were so fortunate to renew with so many partners and to meet new potential partners! Thank you CCBF for such a great organization!

Simon Payette (Canada), Business Development Director of Chouette Publishing, PAPP International

I've been pleasantly surprised by the organization. Since the first opening day, we have seen considerable interest from Chinese publishers. It was very interesting to be able to deepen the knowledge of their editorial market.

Valentina Mai (Italy), Publishing Director, Kite Edizioni

Quotes from Exhibitors

China Education Publishing & Media Group Co., Ltd., as one of the organizers of the China Shanghai International Children's Book Fair (CCBF), along with its subsidiary and one of the co-organizers, China Educational Publications Import & Export Corporation Ltd. (CEPIEC), has been wholeheartedly devoted to the development of the CCBF over the past decade. Witnessing the fair's evolution from its humble beginning to its current international stature has been a source of immense joy for us. Despite the challenges posed by the pandemic, this year's book fair exuded vitality while unfolding a diverse and captivating array of activities, providing ample evidence of the stamina of both the fair and the children's book industry. CEPIEC is poised to further leverage its unique business attributes and strengths in conjunction with the CCBF. Collaborating with industry colleagues, CEPIEC aims to make the CCBF a world-leading children's book fair, contributing unremitting efforts to the thriving development of the children's book industry.

Wang Jianxin(China),Executive Director and President,China Educational Publications Import & Export Corporation Ltd., China Education Publishing & Media Group Ltd.

The decade of CCBF is a barometer of the children's book industry. It is a community with a shared future, and a significant milestone. Gazing toward the Pacific, the China Shanghai International Children's Book Fair is marking ten years as a new starting point, and it is bound to venture into a broader world and stride towards a brighter future.

Kan Ninghui (China), President of Shanghai Century Publishing Group

I can sense the fervour among children's book publishers. With both sales and copyright exchange gradually recovering, the showcased works from domestic publishing houses exhibit a growing richness in variety and types and there are changes in types of the recommended works brought by overseas exhibitors. Moreover, digital methods are increasingly employed to present book catalogues and works during discussions, indicating an expanding avenue for future exchanges. Events like UK Reception also resonate with a pronounced eagerness for international dialogue within the realm of children's publishing.

Ma Xingmin (China), General Manager of China Children's Press & Publication Group Co.,Ltd (CCPPG)

Quotes from Exhibitors

This book fair has provided us with another excellent opportunity for face-to-face communication with authors, copyright holders, industry colleagues, and readers. We have achieved notable success in brand promotion, copyright exchange, and book sales. We feel the influence of CCBF both domestically and internationally. Thanks to everyone for their love for CITIC, and the organizers for their support in all aspects of this exhibition.

Bai Ruxue (China), CITIC Press Group, Marketing Director

CCBF now resembles a refined children's book fair, reminiscent of the Bologna Children's Book Fair in Italy. Our events unfolded remarkably well, a success attributed in the welcoming and efficient entrance services. There's a discernible increase in illustrators engaging with publishing entities, we can see that CCBF signifies a bridge between the two worlds.

Yan Xiaoli (China), Dandelion Children's Book House Founder, Editor-in-chief

Lelequ has been a consistent participant in the China Shanghai International Children's Book Fair since its inaugural edition, using this platform to introduce itself to numerous readers and publishing counterparts around the world. The China Shanghai International Children's Book Fair has borne witness to the golden age of children's book development in China, and we wish it a prosperous future!

George Sun (China), Vice President of Ronshin Group, Editorial Director of Lelequ (an imprint of Ronshin Group)

The 10th China Shanghai International Children's Book Fair provides a face-to-face platform for readers to interact with authors and publishers. The 10th-anniversary celebration of Post Wave Kids is a significant highlight of the fair. Our stall has become a popular spot at the CCBF this year, where readers can discover exciting new works and engage in close exchanges with authors, injecting new vitality into the development of children's books.

Jia Xiaoling (China), Marketing Director, Post Wave Kids Publishing Consulting Co. LTD

Quotes from Guests

What I like most about CCBF is how lively the atmosphere is and how many children come here to look at books. Unlike the Bologna Children's Book Fair, where we don't have children, CCBF is very interesting to me. For me, CCBF is a book fair for families and children.

Giorgia Grilli (Italy), Professor of Children's Literature and History of Illustration for Children, University of Bologna

Since the long pause from my last participation to CCBF 2019 as Golden Pinwheel as Golden Pinwheel's jury and the Illustrators survival corner's co-curator, I was thrilled to come again to shanghai and feel again the warm sensation and vibes from the enthusiastic Chinese people and the illustrators visiting the corner this year. I feel like all the energies and expectations from the people who attended and participated to the corner's activities, exploded in a newborn enthusiasm, helped also by an astounding organization, from the ccbf "family" and staff to the kind and dedication volunteers. As golden pinwheel jury in the new commercial section, I had the pleasure to see many talents, young, new and known artists applying very good and relevant works. Giving to the jury the

chance to discuss around the contemporary international scene of illustration, my wish for this new price category is to become an important goal for illustrators to show their best commercial projects and maybe to be considered also by relative relevant.

Ivan Canu (Italy), Illustrator, Writer and Director, Mimaster Illustrazione, Milan

As a jury member for the CCBF Golden Pinwheel Young Illustrators Competition, I saw so many dynamic and impassioned works that left me deeply inspired. I also had the pleasure of meeting new friends within the industry, which brought me great joy. Thanks to the organizers for the invitation. I hope that more and more excellent works will be exhibited and CCBF will help more and more quality domestic children's books to grace the international stage.

Victo Ngai (USA/China Hong Kong), Illustrator

Quotes from Guests

Happy 10th anniversary! The CCBF now unfolds like the spirited journey of a blossoming young lad, thriving along its path. The book publishing category has solidified its international influence and appeal, while the new commercial category has enriched illustrators to use diverse thinking. From the inaugural year at the Shanghai Mart to this year's triumphant return, CCBF has been a silent witness to the evolution and progress in China's children's book industry imbued with inclusivity and sagacity. Illustrators are cherished and the captivating seminars and exchange sessions are setting professional standards and pushing the boundaries of the children's book industry. It's an honour to "come back home" and be part of the CCBF this year. Thanks to these lovely adults dedicated to the welfare of children!

Luo Ling (China), Picture Book Painter, Teacher, Jingdezhen Ceramic University

The China Shanghai International Children's Book Fair is the annual gathering for children's book publishers. At the exhibition, we witnessed more possibilities that lay ahead for the world of children's literature.

Xie Yun (China), BookBuyer, Eslite Bookstore

It's really great to be back in person after a three-year hiatus. I see an established fair that continues to attract exhibitors from near and far, seasoned and new, and visitors that remain so enthusiastic about books and all types of content dedicated to children. Happy 10th anniversary, CCBF, and may there be more milestones to celebrate in the coming years!

Teri Tan, International correspondent, Publishers Weekly

It is a privilege to continue serving as the official new media partner in the livestreaming events this year to celebrate the 10th anniversary of the CCBF. The CCBF gracefully cradles starlight in its embrace, casting light on the kids. In the gentle dreams of childhood, children's books unfurl like blossoms, and thus our hometown becomes scented with the innocent songs of youth in the air. Reading together with the world, kids, may your world thrive forever!

Estrella (China), Founder, XING

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR



15-17 November 2024
See you in Shanghai!