



**THREE GLOBAL EVENTS  
FOR INTERNATIONAL  
RIGHTS AND LICENSING TRADING**  
**31 March – 3 April 2025**  
**Bologna, Italy**

Events by



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Ministry of Foreign Affairs  
and International Cooperation

ITALIAN TRADE AGENCY  
ITA - Agenzia per la promozione all'estero e  
l'internazionalizzazione delle imprese italiane



# Facts & Figures 2024

**31.000+** Trade Visitors

from **106** countries

and territories. **1.500+**

Exhibitors from **94**

countries and territories.

**84%** International

Exhibitors. **200+** Agents.

**385** Events. **15** Artwork

and book exhibitions.

**12** International Awards.

**140** International

Publishers from

**60** countries and

territories for the BCBF

Invitation Programme.

**B**ologna is home to a unique three-in-one event: the **Bologna Children's Book Fair (BCBF)**, the world's leading trade fair for the children's publishing industry; **BolognaBookPlus (BBPlus)**, the extension dedicated to general trade publishing; and the **Bologna Licensing Trade Fair/Kids (BLTF/Kids)**, the BCBF licensing event for subsidiary rights of brands and properties for children, teens and young adults. **From March 31st to April 3rd, 2025**, these three dynamic events will run concurrently, transforming Bologna into a **leading global hub for copyright exchange** across publishing, multimedia, licensing, illustration, and animation. The **2025 Guest of Honour will be Estonia**, bringing a dedicated programme of exhibitions and workshops both at the fair and around the city.

The Bologna Book Fair is proudly organised with the support and collaboration of the **Italian Trade Agency and the Italian Ministry of Foreign Affairs and International Cooperation**.

## GET IN TOUCH!

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# BOLOGNA CHILDREN'S BOOK FAIR





# SHAPE, SHARE AND SHOUT CHILDREN'S CONTENT!

**N**ow in its 62<sup>nd</sup> edition, BCBF 2025 is set to impress with its signature highlights. **This year's Guest of Honour, Estonia**, will showcase a vibrant programme of exhibitions and events throughout the fair and across Bologna. Expect an expanded lineup of features, including the Bologna Rights Centre for both children's and general trade agents, a larger Comics Corner, the new TV/Film Rights Centre aimed at fostering business between publishers and audiovisual producers, and a brand-new Games Business Centre organised in collaboration with the Frankfurter Buchmesse. In addition to all this, the fair will present a rich programme of initiatives. With almost 400 events spanning all industry sectors, an unforgettable experience is guaranteed!

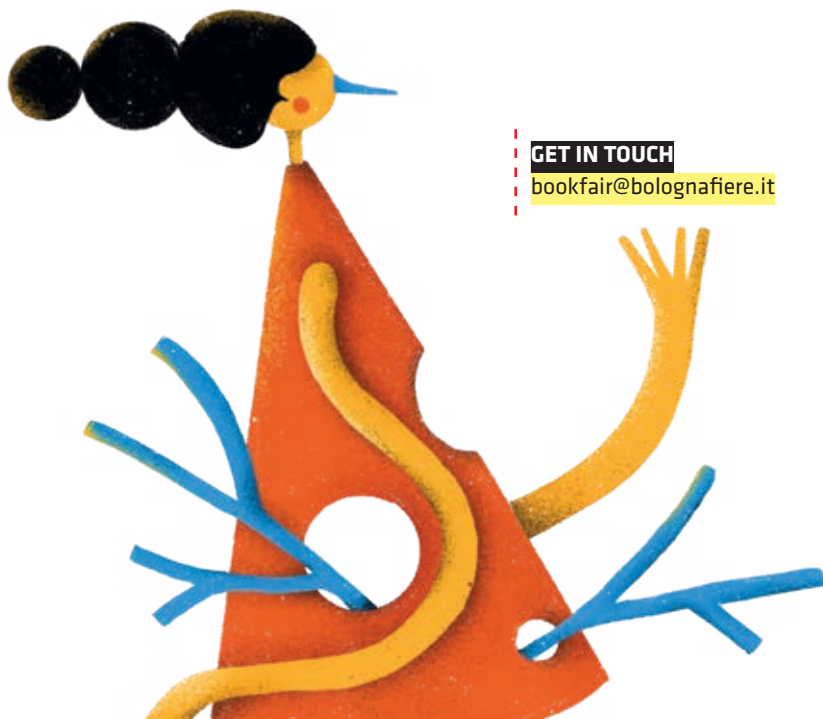
It's a  
year-round  
event

BCBF is more than just a four-day fair—it's a global, year-round presence. In addition to co-organising the China Shanghai International Children's Book Fair, BCBF embarks on the Bologna Grand Tour each autumn, bringing its highlights to the industry's most prestigious events. Its reach extends even further through international book and illustration exhibitions, as well as global book donation initiatives that enrich library collections worldwide.

**GET IN TOUCH**

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**BOLOGNA  
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## For industry professionals only

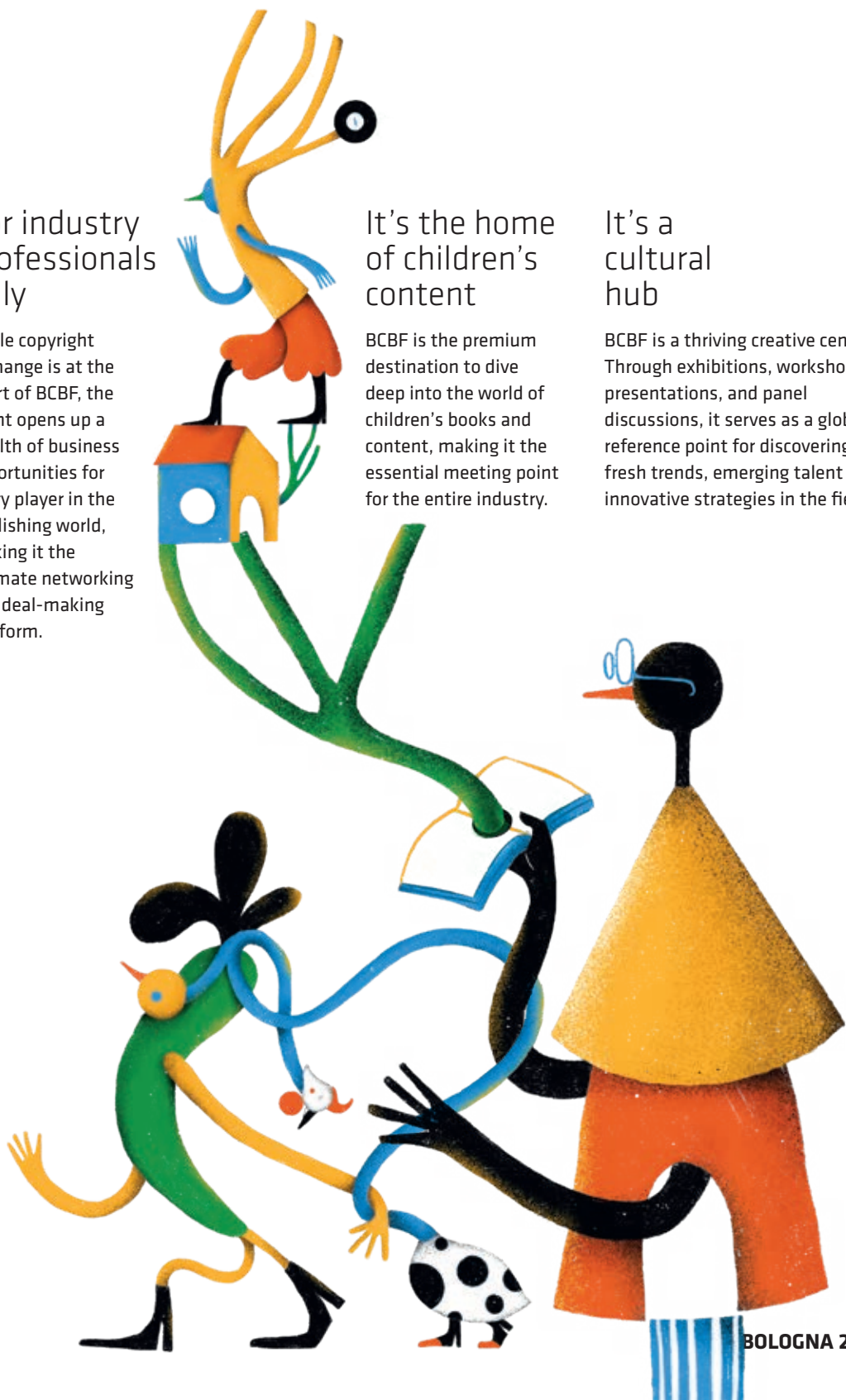
While copyright exchange is at the heart of BCBF, the event opens up a wealth of business opportunities for every player in the publishing world, making it the ultimate networking and deal-making platform.

## It's the home of children's content

BCBF is the premium destination to dive deep into the world of children's books and content, making it the essential meeting point for the entire industry.

## It's a cultural hub

BCBF is a thriving creative centre. Through exhibitions, workshops, presentations, and panel discussions, it serves as a global reference point for discovering fresh trends, emerging talent and innovative strategies in the field.





# OPPORTUNITIES FOR RIGHTS PROFESSIONALS AT BCBF

Recognised as a premium hub for copyright exchange, BCBF brings together international professionals in the field of publishing, multimedia, licensing, illustration, and animation.



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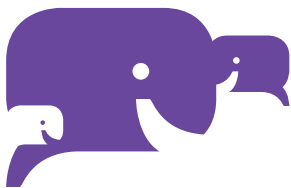


## Comics Corner

### The Bologna hub for worldwide comics publishers

BCBF shines a spotlight on the booming comics industry with the Comics Corner—a dynamic hub for international comic publishers, enriched by an amazing lineup of events. In 2024, this vibrant space welcomed over 70 publishers from 21 countries and hosted more than 700 B2B meetings, making it a key destination for industry professionals.

Visiting the Comics Corner is a great opportunity to discover cutting-edge trends and a diverse array of titles, gaining a panoramic view of the international comic book landscape. Additionally, Comics Corner offers a rich programme of events, including portfolio reviews, masterclasses, and the BolognaRagazzi Comics Award. Publishers also benefit from enhanced visibility through the Comics Corner Directory on the BCBF website and a dedicated section on the GRE-Bologna Global Rights Exchange platform.



#### GET IN TOUCH

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## Rights Centre

### The heart of copyright exchange for both children's and general trade publishing agents

The centrepiece of the fair for copyright exchange, the Rights Centre welcomes over 200 rights professionals, including agents from both children's and general trade publishing. In 2024, the Centre has undergone a comprehensive redesign to enhance its functionality. New features include partitions between tables to facilitate confidential discussions, shelving to streamline participation, and pre-assigned table numbers. Additionally, the Centre boasts an exclusive bar and restroom facilities for added convenience.

#### GET IN TOUCH

Children's publishing agents:  
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General publishing agents:  
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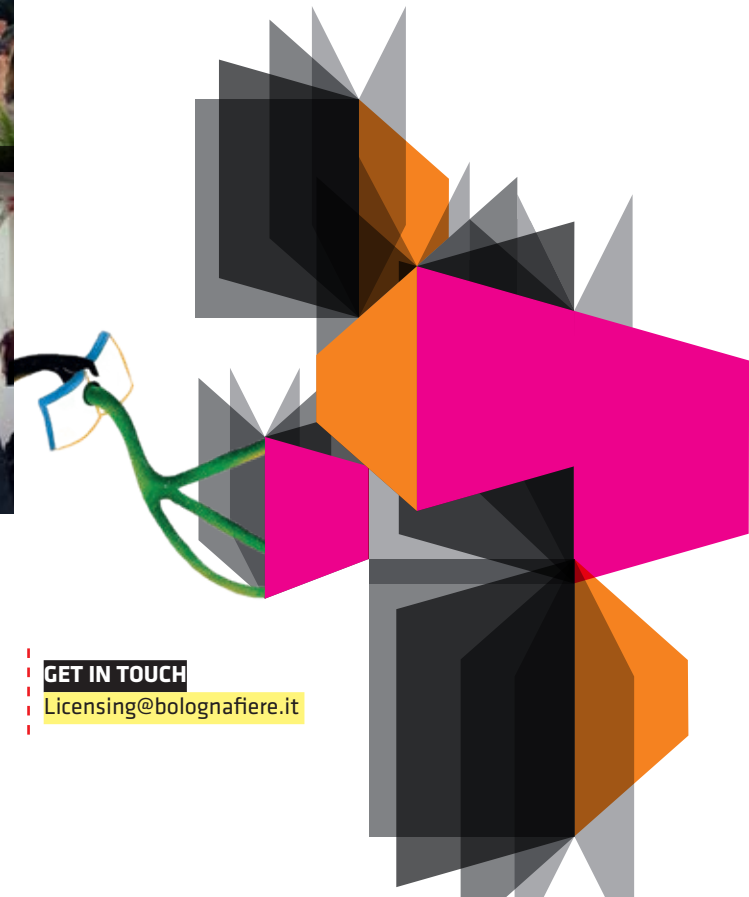




# TV/Film Rights Centre

## Where content meets media producers

The TV/Film Rights Centre at BCBF provides an exclusive space for networking and collaboration between the publishing and audiovisual industries (more than 350 meetings at BCBF 2024). The initiative offers carefully curated matchmaking opportunities between producers, publishers, and literary agents, aimed at discovering new book-based IPs. The dedicated business area includes meeting spaces, support services, and a complimentary bar. Additionally, the International Kids Licensing Days conference highlights the latest book-to-screen trends, giving registered producers valuable opportunities for increased visibility and networking.



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**GET IN TOUCH**

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# Games Business Centre

## Moving games with books and beyond

Bologna Children's Book Fair and Frankfurter Buchmesse have joined forces to launch the brand-new Games Business Centre—a dedicated space designed to bridge the gap between the publishing and gaming industries. This new area integrates the BCBF and FBM copyright business, completing their book-to-screen offerings. The Games Business Centre welcomes gaming professionals at both events, creating exciting networking opportunities for the publishing world to connect with the fast-growing gaming sector. The area is currently featured at the 2024 Frankfurter Buchmesse. It will also be part of 2025 BCBF, with special pricing available for professionals who exhibit at both events.



**GET IN TOUCH**

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## Bologna Ragazzi Awards

# PUBLISHING AWARDS

BCBF fosters a diverse and impressive array of prizes celebrating excellence in children's publishing. BCBF's awards play a key role in driving the fair's core mission—promoting international copyright exchange by bringing exceptional works to the attention of a global audience.

The Bologna Ragazzi Awards (BRAW), one of BCBF's most prestigious prizes, will celebrate its **60th edition in 2025!** This coveted award recognises outstanding and innovative illustrated books in several key categories: Fiction, Non-Fiction, Opera Prima (for debut works), Comics, and Toddlers. This year's special category, **SUSTAINABILITY: 17 GOALS FOR A BETTER FUTURE**, stems from an exciting collaboration with the **United Nations**. It highlights international books inspired by the UN's 2030 Agenda and its 17 Sustainable Development Goals. Open to all publishers, regardless of their participation as exhibitors at the fair, the competition is free to enter. **Submissions are open until December 17.**

Complementing BRAW is the highly anticipated Amazing Bookshelf exhibition, a much-loved feature of BCBF. Alongside the award winners, this exhibition highlights 150 remarkable picture books that came close to taking the top prize.



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## Bologna Ragazzi Crossmedia Award

This prize celebrates exceptional books born from multimedia projects and outstanding narratives adapted across platforms like TV, film, video games, and mobile devices. It includes two categories: Crossmedia Projects and Digital Reading Experiences. Participation in the award is free and open to publishers, IP owners, authors, IP developers/producers and all others involved in the creation and production of the project. **The deadline for submissions is January 15.** The award is organized in partnership with Mamamò.



## BOP Bologna Prize for the Best Children's Publishers of the Year

This award celebrates the innovative work of publishers worldwide, with nominees selected by peers, including publishers, associations, and reading promotion organizations globally. Winners are elected by BCBF's exhibiting publishers, who are asked to honour those publishing houses that have stood out in terms of their creativity and innovation. The award is organized in partnership with AIE - Associazione Italiana Editori and IPA - International Publishers Association.



## Premio Strega Ragazze e Ragazzi

This prize is the children's section of the Premio Strega, Italy's most important recognition for literature. Open to children's books published in Italy, including translations, this award promotes reading among young people involving over 4,000 young readers as jurors. The prize is organized in partnership with Fondazione Bellonci, Strega Alberti Benevento and CEPELL - Centro per il Libro e la Lettura.



## Premio Carla Poesio

This award recognises the most innovative and original Italian degree thesis in Children's Literature, with the winning thesis being published thanks to the support of BolognaFiere. The award is organized in partnership with the Department of Education Studies of the University of Bologna.



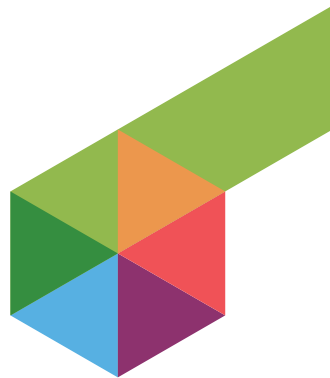
# ILLUSTRATION AT THE HEART OF BCBF

BCBF promotes illustrators globally through year-round initiatives, exhibitions, roundtables, conferences, and pop-up events. The key pillars of the illustration world at BCBF are the Illustrators Exhibition, with its related awards, and The Illustrators Survival Corner.



## The Illustrators Survival Corner

One of BCBF's most awaited flagship initiatives, the Survival Corner is the focal point for the illustrator's craft with a very rich programme of workshops, masterclasses and portfolio reviews held by internationally renowned creatives. Registrations open online two weeks before the fair. Stay updated by following us on social media and subscribing to our newsletter. In 2024, The Illustrators Survival Corner welcomed more than 4,000 participants from around the world, establishing itself as a vital hub for business and networking. This highly successful format has expanded to various international fairs and festivals, with the China Shanghai International Children's Book Fair being the first to make it a regular feature. The space is managed and designed by Mimaster Illustrazione (Milan).



## Illustrators Exhibition

The Bologna Illustrators Exhibition features a diverse selection of artists from around the globe. Each year, an international jury of experts handpicks standout artworks from about 4.000 submissions to be showcased at the heart of the fair. Following its debut in Bologna, the exhibition embarks on a two-year international tour, making stops in countries such as Japan, South Korea, and China, among others.

The Illustrators Exhibition offers a wealth of opportunities for participating artists, including the BCBF Visual Identity Workshop and prestigious prizes such as the **International Award for Illustration BCBF-Fundación SM** and the **Ars In Fabula Grant Award**.

**GET IN TOUCH**

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## BCBF Visual Identity 2025

The BCBF Visual Identity Workshop offers a young artist from the Illustrators Exhibition the chance to collaborate with Chialab Design Studio in creating the following year's fair visual identity. For 2025, the artist selected is **Bruno de Almeida (Brazil)**. An exhibition at BCBF 2025 will showcase the original drawings and creative process behind the 2025 visual identity.



**New for 2026:** The selection process will expand to include all finalists from the Illustrators Exhibition, not just the winners, broadening the pool for the next Visual Identity creator.

# BOLOGNA BOOK PLUS



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# TRADING FOR GENERAL PUBLISHERS

BolognaBookPlus, for general publishing is the European Spring opportunity. BolognaBookPlus welcomes the world, and is the gateway to Italian publishing through its partnership with AIE - Associazione Italiana Editori.

## Exhibit & Showcase Area

BolognaBookPlus aims to give general trade companies an opportunity to expand their reach through a variety of exhibiting packages. They range from 'space only' options, turnkey 'turn up and trade' stands, through to rights tables in the combined children's and general adult trade Bologna Rights Centre. BCBF Exhibitors who take additional space in BBPlus will be entitled to a 50% discount on their BBPlus stand.

### GET IN TOUCH

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# BOLOGNA RIGHTS CENTRE

Open to all literary agents, scouts and exhibiting publishers – general and children’s

In 2023, Bologna opened up the rights centre to include exhibiting publishing professionals and all general publishing literary agents and scouts. This reflects the extension into general publishing via BolognaBookPlus.

*Bologna’s continued expansion into general publishing with BolognaBookPlus is fantastic. Knowing that all general publishing literary agents are now welcome in the Rights Centre alongside their publishing peers, makes this European spring book fair unmissable.*

Luigi Bonomi, LBA Books.

*How to Sell Rights and Understand Licensing in Children’s Publishing* is one of suite of training events. It is the definitive training for all those wishing to get into rights, or in their first role.

*Such a great event, especially very useful for beginners in the industry. The whole programme was quite inclusive, from types of rights to copyright law, with some examples from various countries. “The Selling Process” section held by Valentina Colombo was extraordinarily informative and fun! It is worth coming to Bologna for this event one day earlier.*

Ece Citelbeg, Literary Translator & Agent

## Translation

Book fairs are the business of translation, from the stands in BolognaBookPlus, to the tables in the Bologna Rights Centre. This is *the* Spring opportunity for the buying and selling of copyright on a global stage across publishing. Our annual Translation Focus looks at the trends in sales of translated books and hot topics in the world of translation.

## Seminars

A topical seminar programme takes place throughout the fair. It considers the challenges and opportunities facing the industry through short seminars led by industry names from across the globe. Themes covered include accessibility; AI; the Italian Book Market; book jacket design, audio trends; sustainability; writing talent in Europe; literary translation; English language exports; and much more. Submissions to be considered for this programme are open now on our website, with a mid-December deadline.



## Self-Publishing

There is a world of opportunity for those interested in self-publishing. From children's books to self-help guides and the full-length novel, the *Writing & Self-Publishing in Italy and Abroad* event covers all genres and will hold your hand from the writing, editing and design, through to the marketing promotion and sales.

## Audio Forum

Audio continues to be a growth area in publishing. BBPlus 2025 will feature the Audio Forum, a major event looking at the growth of audio, podcasting and more, and featuring an impressive range of audio experts from around the globe.

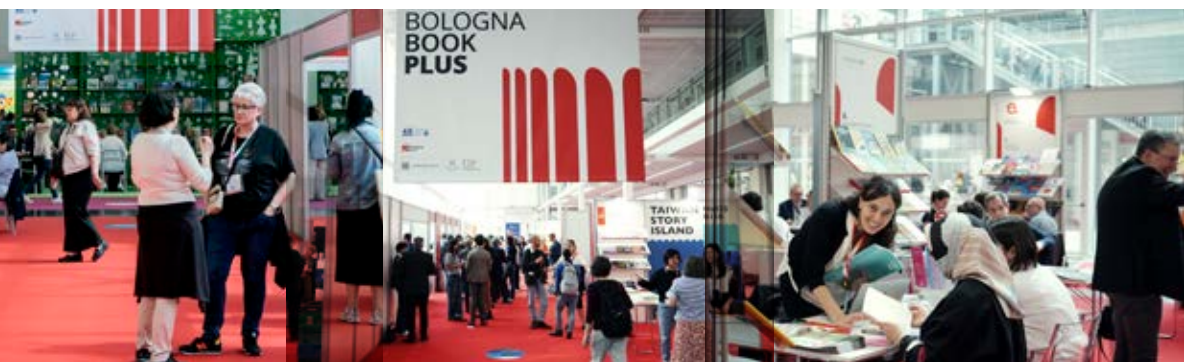
## Author Ambassador

BBPlus celebrates writers through its Author Ambassador programme. 2024's holder of the title was Neil Packer. The chosen author attends the fair, speaking at seminars and events and represents success and international publishing.

*I am very grateful to BolognaBookPlus for the honour and privilege of being Author Ambassador 2024.*

*The opportunity to meet, exchange ideas and forge connections with people within our industry from every part of the globe is something that as an illustrator / author it would not normally be possible to do.*

Neil Packer, illustrator and author.



# DESIGN & ILLUSTRATION AT BOLOGNA BOOK PLUS

Recognition of the production and design work of general trade publishing will be celebrated once again in 2025.

## Jackets Off!

Is a project to put design in general trade publishing at the heart of the business of books. The showcase centres around one title published across many international editions. The 2025 title is *The Great Gatsby*. Jackets Off! is a collaboration with Mimaster Illustrazione (Milan).



## Indie Authors Book Jacket Award

A new initiative born in 2024 that enables the discovery of new talent, through the variety of covers that represent them. 2024's winner was Sandy Horsley.

## Talking Pictures

Is a collaboration between BolognaBookPlus, Hamelin Association and Steven Guarnaccia that explores the cultural importance and ongoing impact of the contemporary international visual book. It comprises a showcase, a jury and a seminar with a jury discussion.

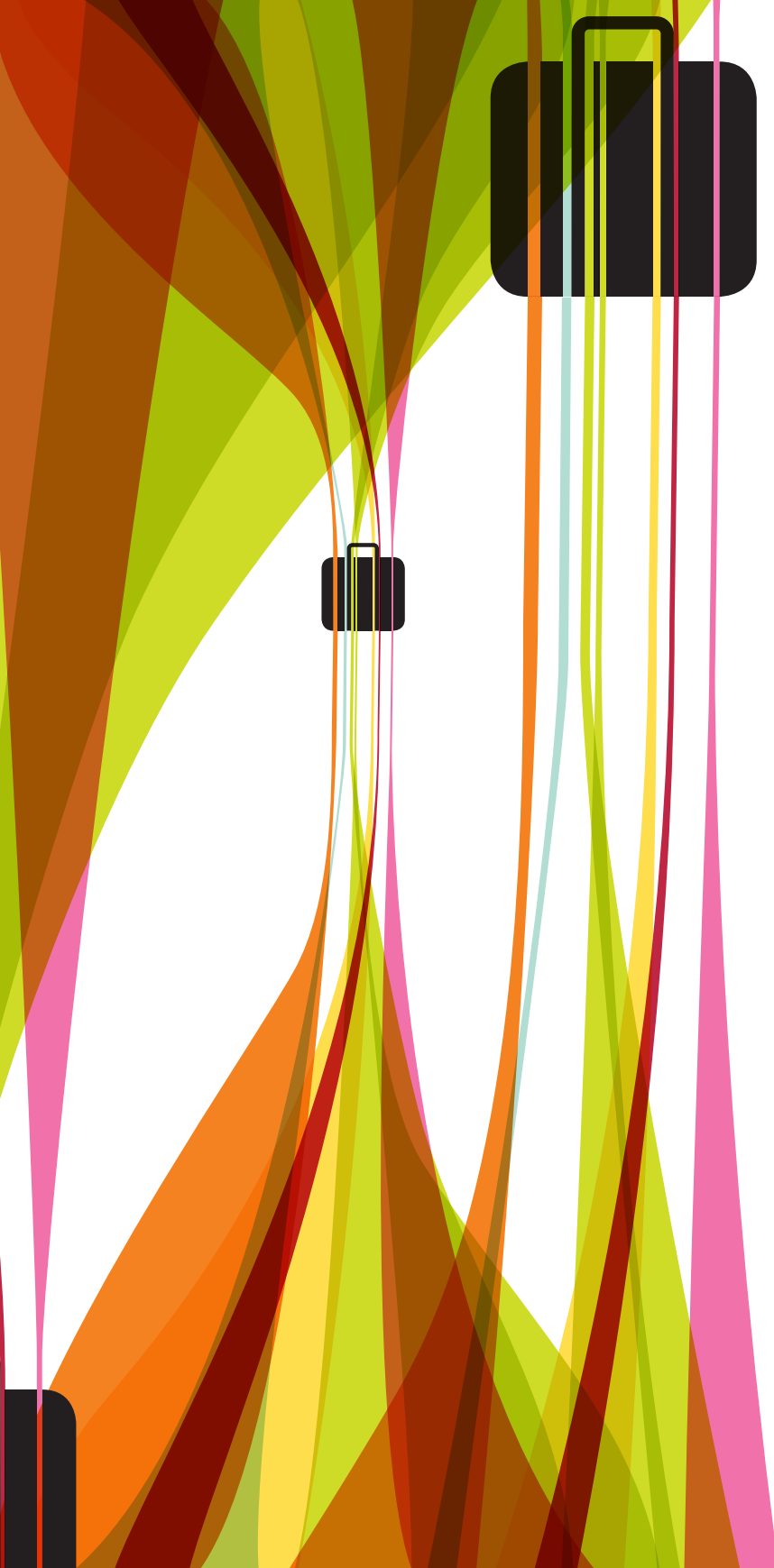




**Kids**

# **Bologna Licensing Trade Fair**





# LICENSING MEETS CONTENT

**B**LTf/Kids is the licensing trade show for subsidiary rights of brands and properties for children, teens and young adults offering opportunities across publishing, licensing, gaming, and audiovisual media.

Bringing together top international players, BLTF/KIDS showcases over 600 brands within a dynamic exhibition space at the heart of the Bologna Children's Book Fair. A dedicated Licensing Business Lounge ensures that international attendees have all the resources they need for successful business connections.



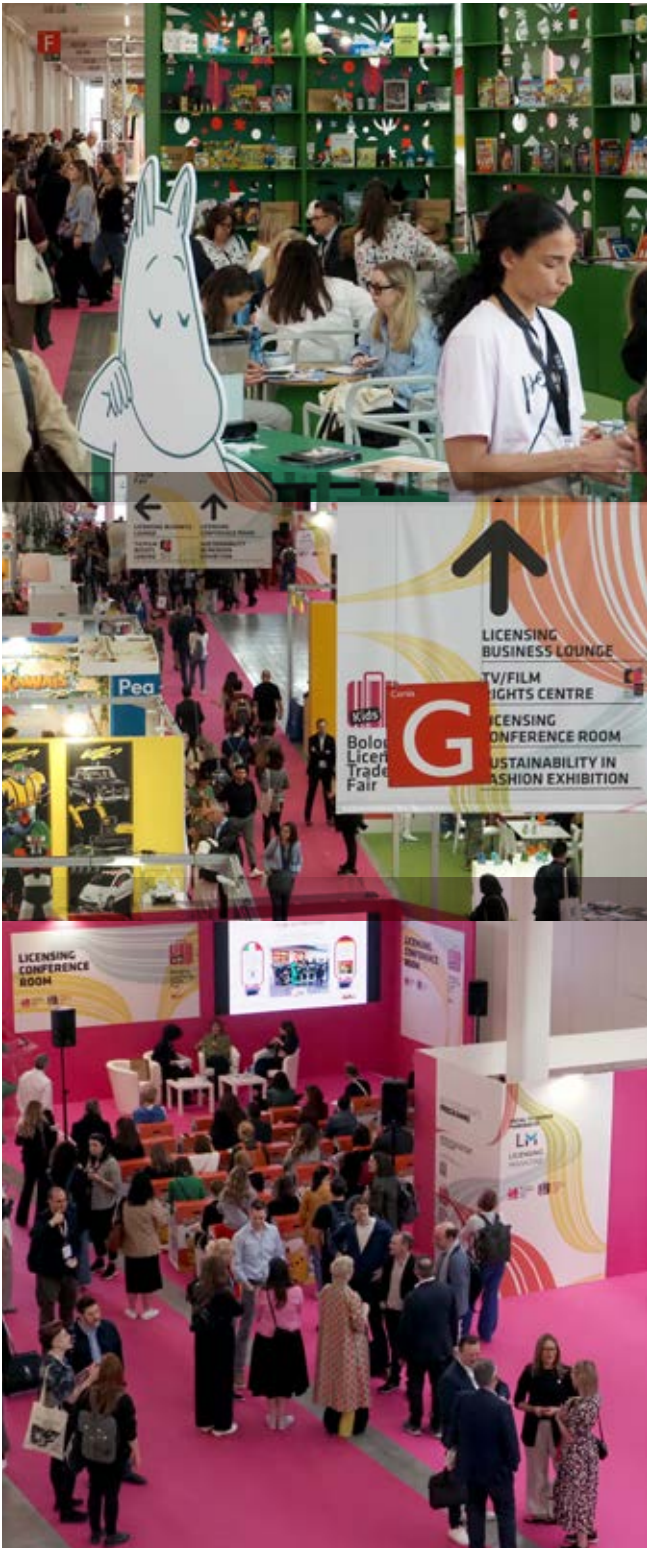
**Bologna  
Licensing  
Trade  
Fair**

**GET IN TOUCH**

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# Licensing Business Lounge

BLTF/K provides companies with the opportunity to rent a table or office in the exclusive Licensing Business Lounge. This premium space offers a range of services, including reception and secretarial support, meeting schedule management, cloakroom facilities, and a full bar service.



# SPECIAL EVENTS AT BLTF/ KIDS

Located at the heart of BCBF, BLTF /Kids also offers an exciting programme of events including the Bologna Licensing Awards, a lively conference programme and the International Kids Licensing Days.

## International Kids Licensing Days

The International Kids Licensing Days are a premier series of conferences focused on the latest trends in children's content. Covering key sectors such as licensing, publishing, toys, video content, gaming, retail, and the digital revolution, these events provide valuable insights into innovative strategies for capturing the attention of an increasingly fragmented and dynamic audience. In 2024, the event hosted over 45 international C-level speakers, offering a truly global perspective on the future of the industry.



Bologna  
Licensing  
Trade  
Fair

## Bologna Licensing Awards

The Bologna Licensing Awards stand out as a premium international prize recognising exceptional licensing projects across the globe, addressed to children, teens and YA. These prestigious awards celebrate achievements in key business categories and target age groups, including PRESCHOOL, KIDS, TEENS and YA. They also honour excellence in specific sectors such as FASHION, RETAIL, PUBLISHING, TOYS and GAMES. To top it off, the highly coveted PROPERTY OF THE YEAR award highlights the most impactful brand or character of the year.



## Matchmaking With BCBF Exhibitors and Special Areas

All BLTF exhibitors enjoy the exclusive benefit of personalized matchmaking with BCBF exhibitors and companies from the show's dedicated areas, including the TV/Film Rights Centre and the Games Business Centre. This creates a unique opportunity for the licensing industry to enhance brand content development by connecting with key players across publishing, audiovisual, and gaming sectors.

## Licensing Portfolio Reviews

Building on the success of its debut in 2024, which facilitated over 250 connections between global companies and talents, the Licensing Portfolio Reviews return in 2025. This exclusive matchmaking event offers a rare opportunity to bring together talents and companies from the gaming, media, and consumer products industries.

## BCBF Official Merchandising

To celebrate the vibrant Bologna community, the first official BCBF merchandise line debuted at BCBF 2024 and will return in 2025. Get ready to collect new must-have items that will make your Bologna Experience even more unforgettable!

# The Bologna Global Rights Exchange

[www.globalrightsexchange.com](http://www.globalrightsexchange.com)

The rights platform that trades all year round

The Bologna Global Rights Exchange (GRE) is the virtual marketplace dedicated exclusively to the international rights, distribution and licensing of content.

The GRE is a key tool of the BCBF digital strategy and host approximately 22,000 titles and more than 200 properties. It offers the international community 365° support, and plays an active role throughout the year enabling BCBF exhibitors and visitors to continue to display, discover and trade rights across the world.

GRE has been enhanced with numerous functions and includes BBPlus to offer rights trading opportunities across general trade publishers and agents and BLTF/Kids to learn what is new in licensing brands and properties. The Comics Corner section features comics and graphic novel companies attending the BCBF area dedicated to this exciting medium.

Working as an all year round rights marketplace, GRE offers exhibitors the opportunity to present their titles and brands, create and name their own showcases, search contents and trends, have instant chats, schedule and hold calls and video meetings directly on the platform.

GRE is open to publishers, agents/literary agencies, scouts, licensees, licensors, developers, licensing agencies, TV/audiovisual producers, promotion and services providers free to all in person fair exhibitors of BCBF, BLTF/Kids, BBPlus.

## FEATURES INCLUDE:

### Translatable instant chats

Chat on the GRE in your own language.

### Create group chats.

### Instant video meetings

Schedule and hold meetings directly on the platform.

Screen sharing and files sending available within the video chat.

### Improved search features

Filters specifically targeting the children's book market.

Search filters by book topic, book type, age level, country, and more.

Highlight function of membership in a national association or collective.

### User-friendly uploading of contents

Easy-to-use automated single or bulk upload of titles and pdfs.

Highlight function for key titles.

New Titles/Brands showcase section to create custom digital catalogues.

### Blogs from rights experts

Keep up with current thinking and news with our blog series from respected voices in the world of Rights trading.



# China Shanghai International Children's Book Fair Shanghai 15-17 November 2024

Since 2018, Bologna Children's Book Fair has proudly co-organised the China Shanghai International Children's Book Fair (CCBF), the premier event in the Asia Pacific region dedicated entirely to children's books and content. Launched in 2013, CCBF has swiftly gained a reputation as a must-attend event for the global children's publishing industry. Over the past decade, it has become a leading hub for copyright exchange in children's books, playing a pivotal role in promoting high-quality literature and fostering a reading culture among young readers.

CCBF is the only event comparable to the Bologna Children's Book Fair, with its exclusive focus on children's publishing and a predominantly professional format. Its professional seminars cover a wide range of topics, including panels on business practices, reading promotion strategies, and creative workshops led by renowned children's book and illustration experts.



## GET IN TOUCH

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Shanghai Press & Publication Administration  
Organised by  
Shanghai Xinhua Distribution Group Co., Ltd.  
China Education Publishing & Media Group Ltd.  
China Universal Press & Publication Co., Ltd

Co-organised by  
Ronbo BolognaFiere

## HIGHLIGHTS

### BOP – Bologna Prize Lounge

This collective area is dedicated to the worldwide winners and finalists of the BOP – Bologna Prize for the Best Children's Publishers of the Year. The BOP Prize annually acknowledges the most significant publishers in each of the six areas of the world: Africa, Central and South America, North America, Asia, Europe and Oceania.

### Asia Pacific New Entry Lounge

CCBF introduces the Asia Pacific New Entry Lounge, a dedicated space for selected publishing houses from the Asia Pacific region, recognised for their editorial excellence. Many of these publishers have been shortlisted for the prestigious Bologna Awards, making this lounge a showcase of top-tier talent and innovation in children's publishing.

### Children Plus

A special book exhibition and seminar programme aiming to cast light on a trend, a topical subject, a book category. This year's exhibition will be **A Fabulous Wardrobe**, an international collection of extraordinary picture books celebrating the everyday magic of clothing and the marvels of fashion history, organised in partnership with BCBF.

### Golden Pinwheel Young Illustrators Competition and Exhibition

The international illustration contest designed for illustrators under 40.

It aims to build bridges between illustrators and children's publishers, both locally and globally. The contest features two categories: Book Publishing and the newly introduced Commercial category highlighting illustrators' ability to create visually captivating works that can be applied to many commercial purposes.

### Illustrators Survival Corner

One of the BCBF's flagship initiatives, where artists can gather, share experiences and receive professional advice on their art and profession. The space is managed and designed by Mimaster Illustrazione (Milan).

