



Bologna 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 April 13-16, 2026, 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 **2026 Guest of Honour will be Norway**, bringing a dedicated programme of exhibitions and workshops both at the fair and around the city.

But travelling is also part of BCBF's international DNA! In 2025, the fair embarks on its fifth **Grand Tour**, bringing Bologna to eight prestigious venues around the world to connect with the global publishing community. As part of its Grand Tour, Bologna presents an impressive programme of initiatives, with the participation of prominent international guests. The Tour also provides a unique opportunity to showcase the excellence of Italian publishing and the great value of *Made in Italy* on the global stage.

Launched in 2021 with the support of the **Italian Trade Agency** and the **Italian Ministry of Foreign Affairs and International Cooperation**, the initiative continues to strengthen BCBF's international presence and outreach.

Following its preview at Gamescom in Cologne, this year's Grand Tour officially kicks off at Cartoon Forum in Toulouse, before continuing on to Frankfurt, Shanghai, Guadalajara, Nuremberg, Angoulême, and New York.



**THREE GLOBAL EVENTS
FOR INTERNATIONAL RIGHTS
AND LICENSING TRADING**



THE BOLOGNA GRAND TOUR



2025/ 2026 Grand Tour: Worldwide Stops

GAMESCON

Cologne,
20-24
August 2025

The Grand Tour preview takes place at Gamescom, the world’s leading event for the video game industry. Recognised as a global benchmark for developers, publishers, and distributors Gamescom stands as a strategic platform for the entire gaming sector. BCBF’s participation focuses on promoting its **Games Business Centre**, the professional area dedicated to the video game industry, developed in partnership with the Frankfurter Buchmesse.

CARTOON FORUM

Toulouse,
15-18
September 2025

Cartoon Forum is Europe’s leading event for animated TV series projects, an area in which BCBF is expanding its reach through the **TV/Film Rights Centre**, the space designed to connect publishing professionals with the audiovisual industry. As an official partner of Cartoon Forum, BCBF accompanies a delegation of **seven Italian publishing companies**, offering them the opportunity to take part in matchmaking and networking sessions with audiovisual producers, investors, broadcasters, and other potential industry partners.

FRANKFURTER BUCHMESSE

Frankfurt,
15-19
October 2025

At the Frankfurter Buchmesse, BCBF welcomes both long-time partners and new friends to its stand. Here, visitors can explore the latest updates on the upcoming edition of the fair and discover a curated exhibition of outstanding recent Italian titles, selected by **IBBY Italia: the IBBY Italia Choice 2025**. Beyond its stand, BCBF also strengthens its collaboration with the Frankfurter Buchmesse through the joint development of the **Games Business Centre**.

CHINA SHANGHAI INTERNATIONAL CHILDREN’S BOOK FAIR

Shanghai,
14-16
November 2025

BCBF takes its expertise to the other side of the world as co-organizer of the only other global trade fair entirely dedicated to children’s content: the China Shanghai International Children’s Book Fair. Here, **BCBF brings its know-how and distinctive flair**, merging seamlessly with the dynamic energy of the Chinese and wider Asian publishing industries. Inspired by the BCBF model, CCBF also hosts several national pavilions and, this year, proudly presents **Norway in the Limelight** – a preview of Norway’s Guest of Honour program for Bologna 2026.

FERIA INTERNACIONAL DEL LIBRO DE GUADALAJARA

Guadalajara,
29 November
7 December 2025

BCBF is making waves at the Guadalajara Book Fair with a fantastic lineup of events! Leading the charge is **The Illustrators Survival Corner**, one of BCBF’s most popular attractions, created and organized in cooperation with Mimaster Illustrazione. This iconic space is a haven for illustrators, offering an enriching program of masterclasses, workshops, and portfolio reviews led by industry experts from the international and Latin American publishing scene. For the occasion, **BCBF** also brings to **FIL** two exceptional artists: **Valerio Vidali** and **Sergio Ruzzier**.

SPIELWARENMESSE

Nuremberg,
27-31
January 2026

This year, BCBF and Spielwarenmesse – the world’s leading trade fair for toys, hobbies, and leisure products – proudly inaugurate a **strategic partnership** aimed at fostering professional exchange between the publishing sector and the global toy industry. BCBF will be present in Nuremberg with its own stand and, together with Spielwarenmesse, will bring an **exclusive delegation of Italian professionals**, including publishers and illustrators. In addition, a dedicated panel will explore how publishers, toy manufacturers, and designers can join forces as creative partners.

FESTIVAL INTERNATIONAL DE LA BANDE DESSINEE D’ANGOULÊME

Angoulême,
29 January
1 February 2026

BCBF is attending the Angoulême Festival to connect with international comic book publishers and professionals, showcasing the exciting opportunities offered by **Comics Corner**, BCBF’s dedicated comic book area. Launched in 2022 to tap into the booming comics market, Comics Corner has rapidly expanded and now hosts over 100 exhibitors from 26 countries and regions. Additionally, Comics Corner offers a rich programme of events, including portfolio reviews, masterclasses, and the BolognaRagazzi Comics Award.

CHILDREN’S BOOKS FOR THE 17 GOALS

New York,
February-March
2026

As a partner of the **Sustainable Development Goal Book Club**, the Bologna Children’s Book Fair has developed several initiatives to promote the 17 Sustainable Development Goals (SDGs) through children’s books. In recent editions, this commitment has taken shape in collaboration with **United Nations Publications**, through thematic exhibitions and round tables exploring how books can inspire young readers to engage with sustainability. In February 2026, BCBF will bring to New York an exhibition showcasing **180 international children’s titles** focused on the SDGs, with a special section dedicated to outstanding Italian publishing on the theme.