

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR



**2025 China Shanghai
International Children's Book Fair
Post-show Report
14-16 November**

Exhibition Review

与世界和未来在一起 Embracing the future

General Information

25,000 Square metres

35 Countries and territories

474 Exhibitors

42,387 Visitors

15,765 Professional visitors

141 Speakers and guests

322 Professional programmes and reading promotion activities



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Exhibitors Review

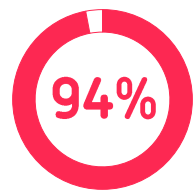
35 Countries and regions **474** Exhibitors

280 Domestic Exhibitors **194** International Exhibitors

Overall Evaluation by Exhibitors*



Exhibitors gave a rating of good to excellent



Exhibitors would recommend CCBF to their business partners and friends



Exhibitors plan to participate again in 2026

*Data source: 2025 CCBF Exhibitors Survey



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Featured Copyright Areas

Bologna Best Children's Publishers (BOP) & Strega Prize Lounge

11 Internationally recognised award-winning publishers

Cross Media Lounge

4 Internationally recognised award-winning publishers

Asia Pacific New Entry Lounge

5 Publishers from Asia-Pacific region

Belt & Road Lounge

8 Silk Road Publishers Club members

Rights Centre

15 International copyright agencies



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Featured Hybrid Area

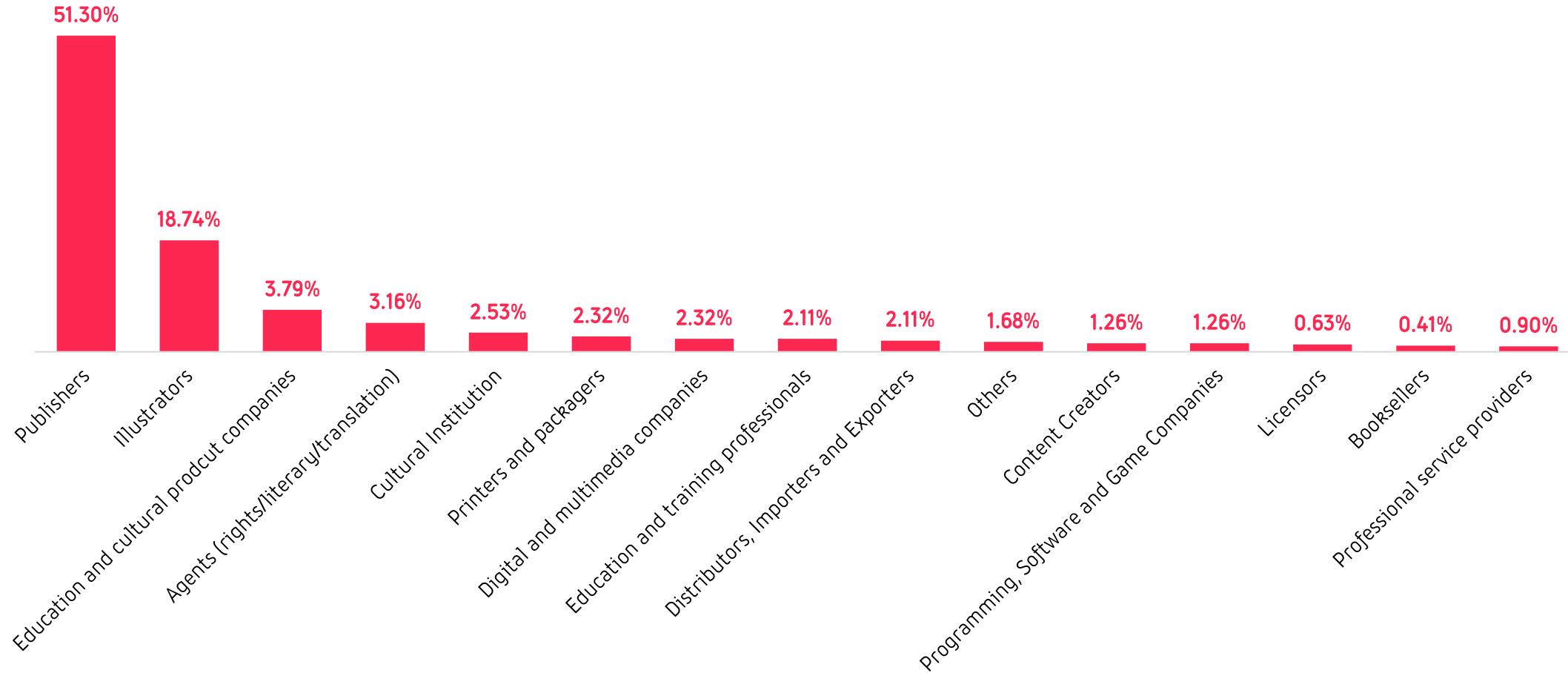
Illustrators Avenue

88 Groups of illustrators and art studios participated from China, Japan, Thailand, and Kazakhstan

Education, Creative, IP and Bookstore featured zones Showcasing high-quality content and products from educational institutions, cultural and creative brands, specialty bookstores, and popular IPs.



Exhibitors' Nature of Business



*Data source: 2025 CCBF Online Matchmaking System

Visitors Review

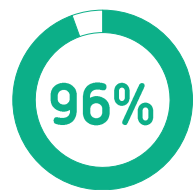
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Visitors Review

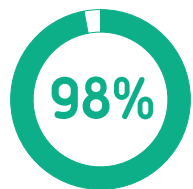
42,387 Visitors

15,765 Professional visitors

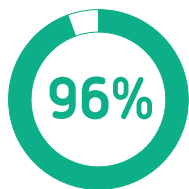
Overall Evaluation by Visitors*



Visitors gave a rating of good to excellent

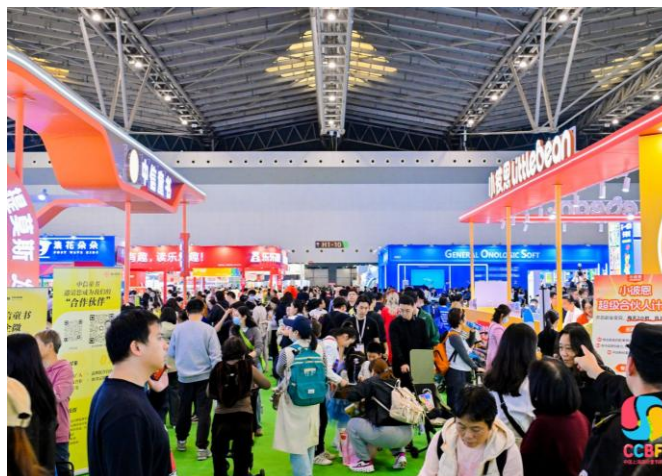


Visitors would recommend CCBF to their business partners or friends



Visitors plan to participate again in 2026

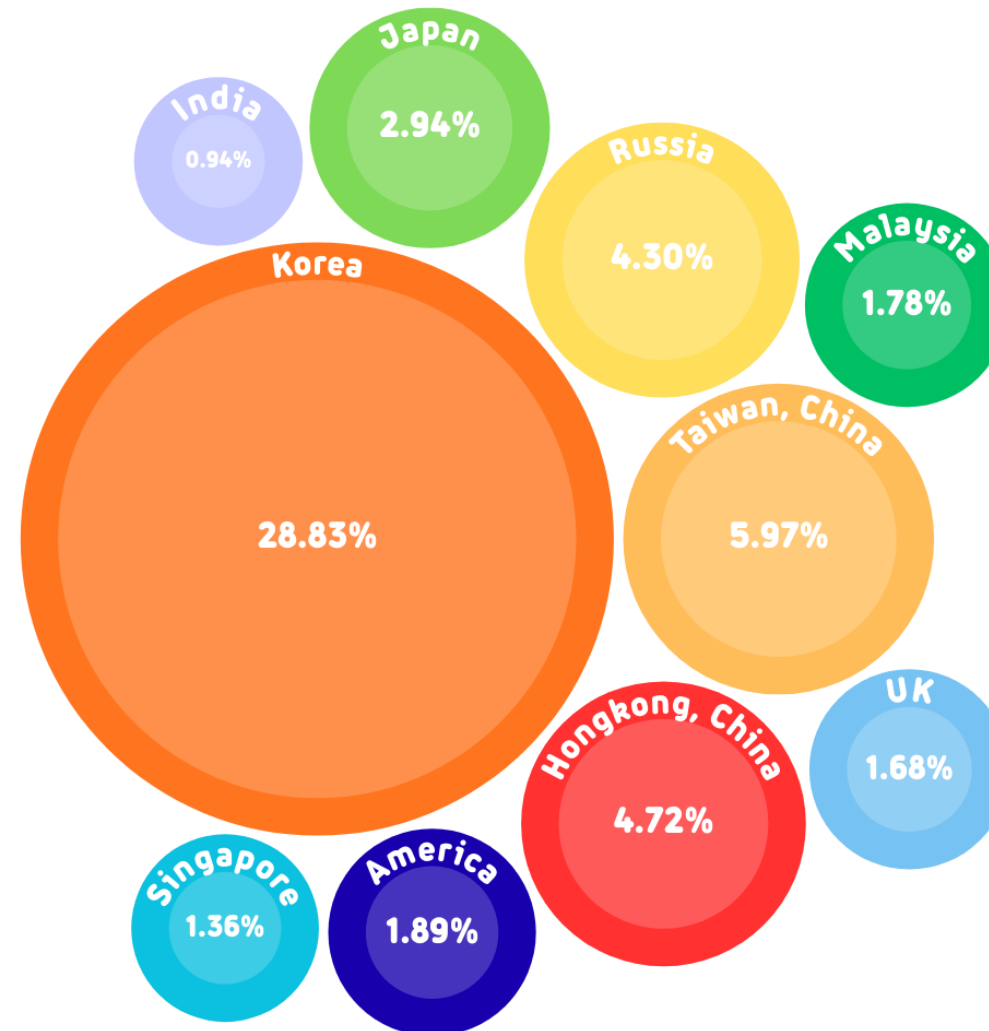
*Data source: 2025 CCBF Visitors Survey



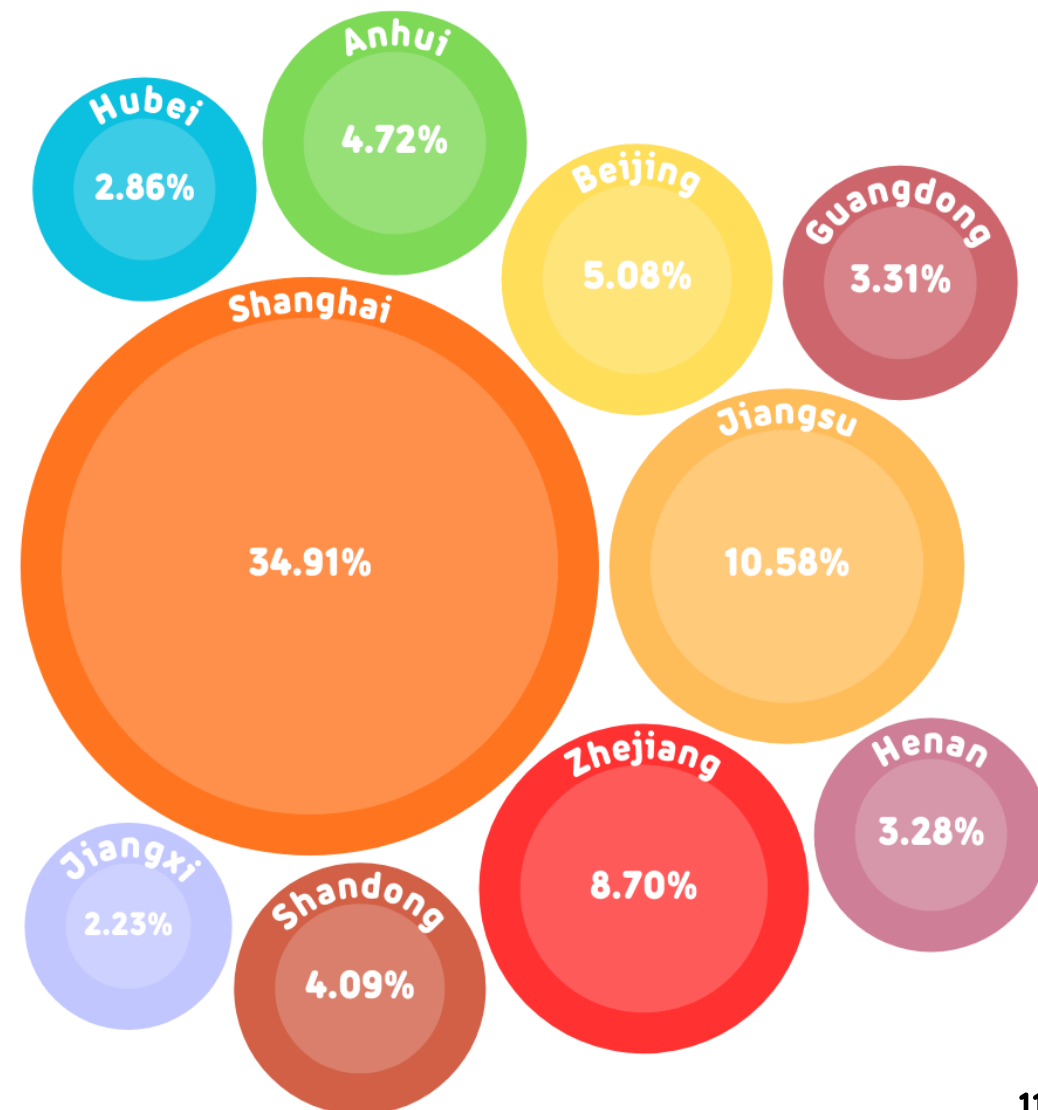
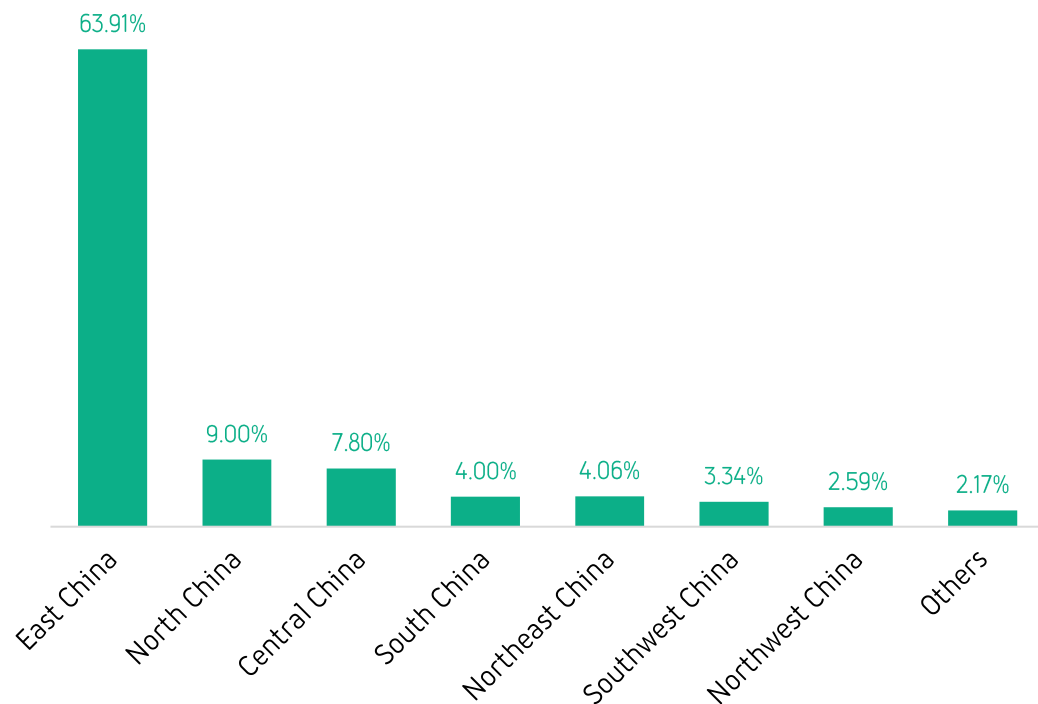
Geographical Distribution of International Visitors

Overseas visitors increased by 32% compared with 2024

This edition attracted professional visitors from 50 countries and regions worldwide, spanning major publishing markets across Asia, Europe, North America, South America, Oceania, and Africa.

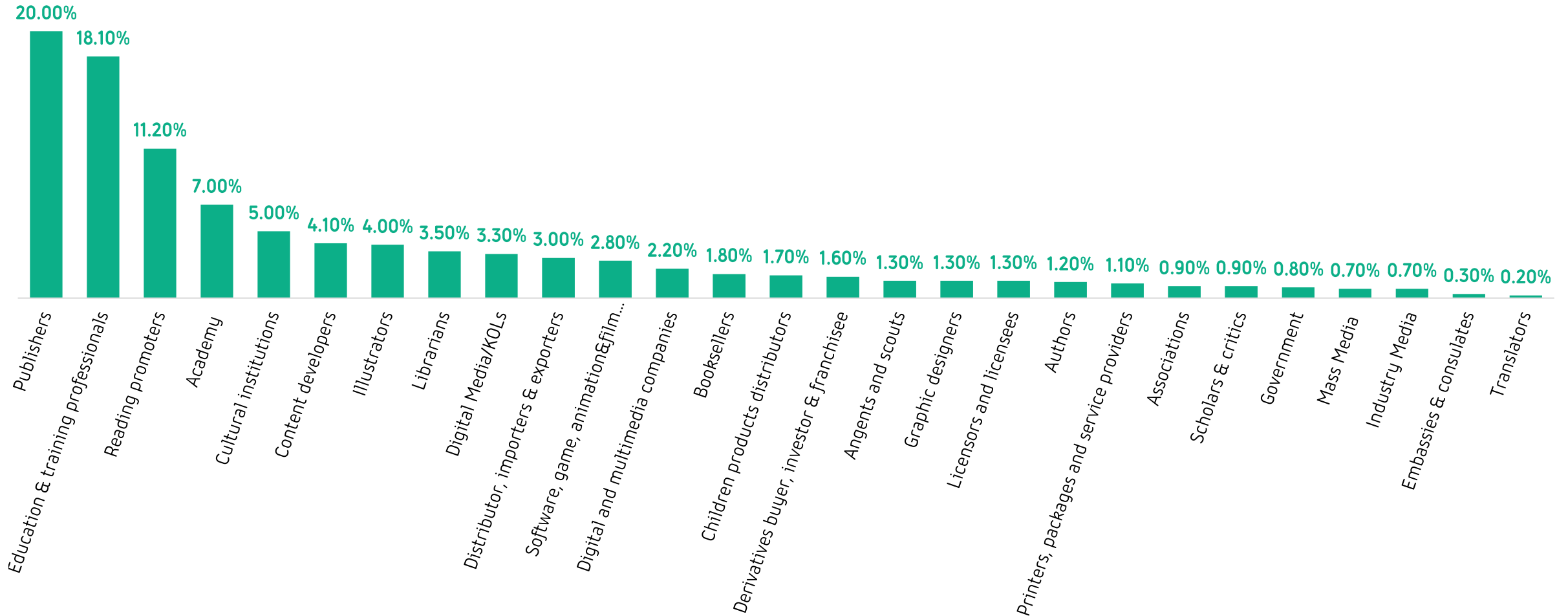


Geographical Distribution of Domestic Visitors



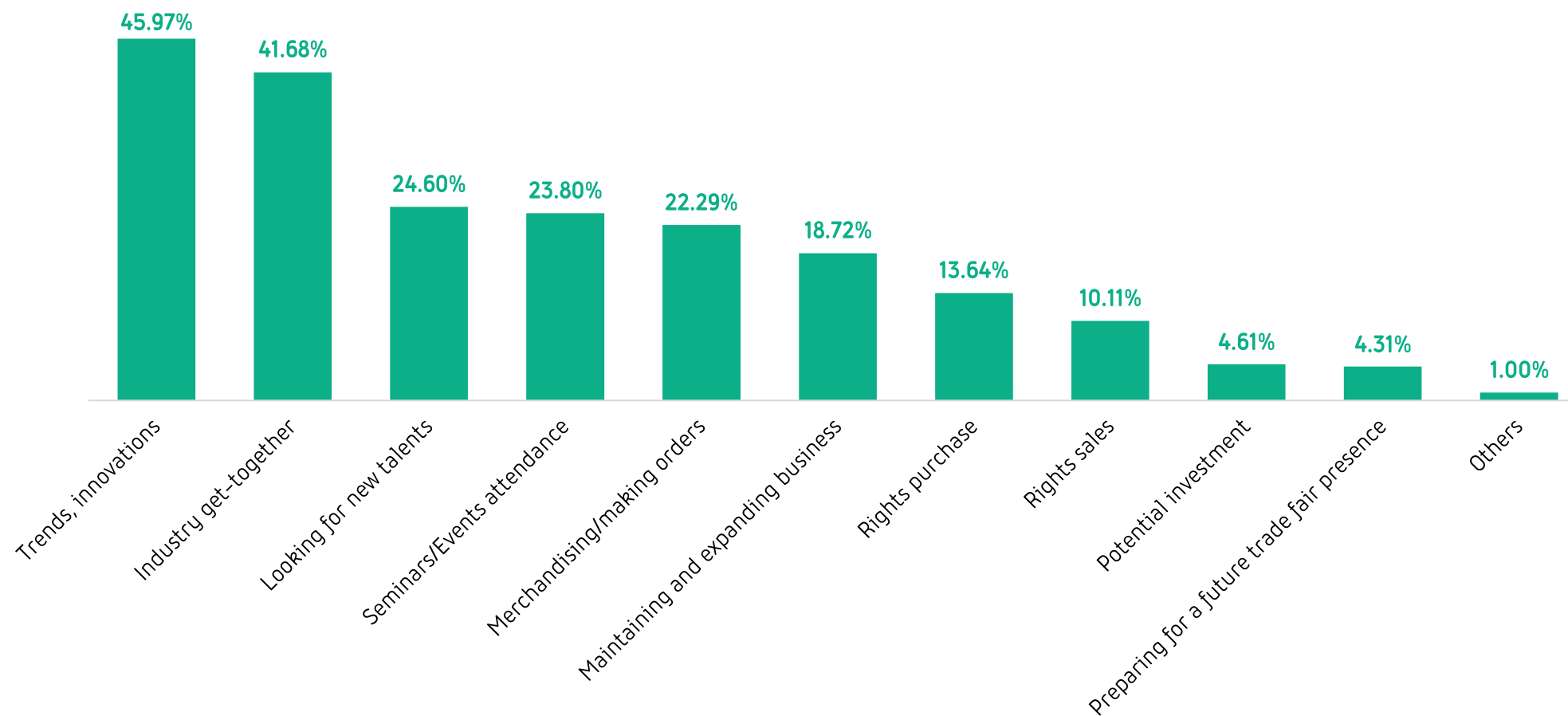
*Data source: 2025 CCBF Professional Visitor Online Registration

Visitors' Nature of Business



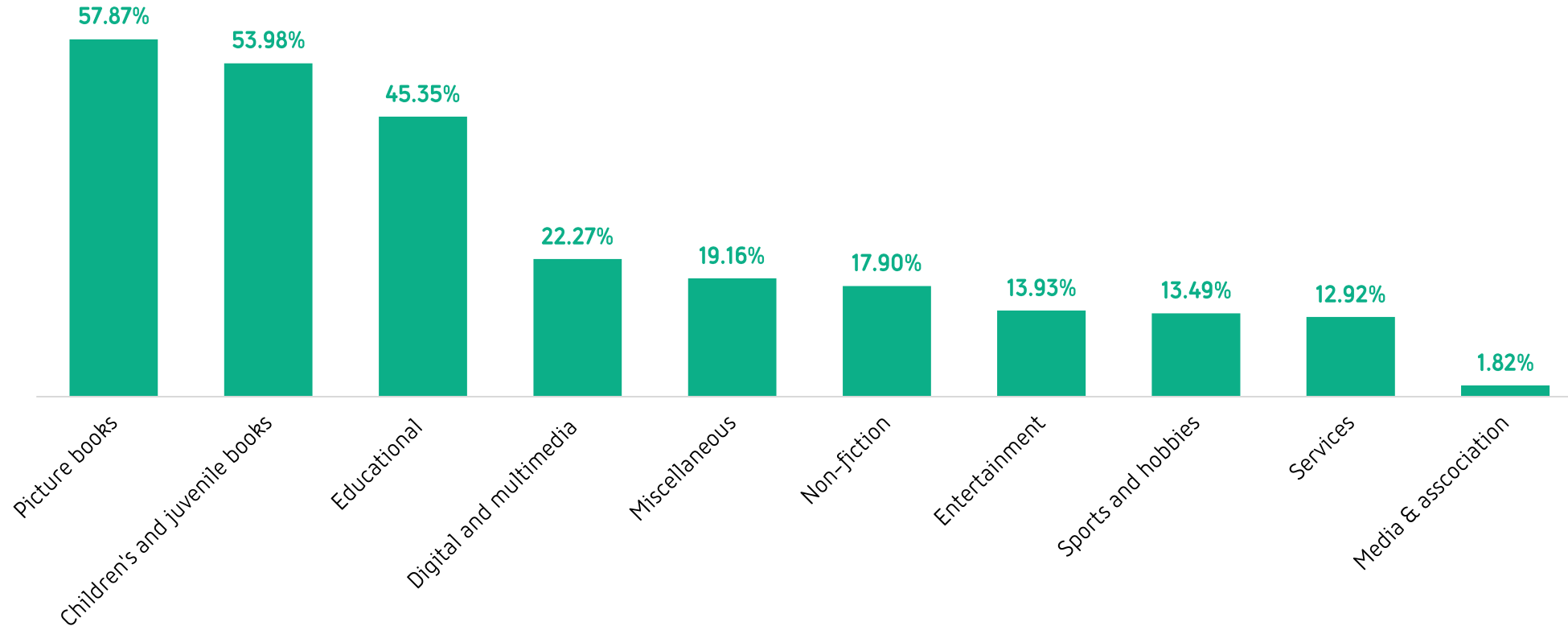
*Data source: 2025 CCBF Professional Visitor Online Registration

Purpose of Visit



*Data source: 2025 CCBF Professional Visitor Online Registration
Multiple-choice questions, response percentages exceed 100%

Purpose of Visit



*Data source: 2025 CCBF Professional Visitor Online Registration
Multiple-choice questions, response percentages exceed 100%

Programmes Review

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Spotlight on New Books

270 new titles from China and abroad

Spotlight on New Books is a new initiative introduced by CCBF in 2025. The platform is designed to serve as a hub for the launch and exchange of new children's book titles, rooted in the Asia-Pacific region and reaching a global audience. For its inaugural edition, the platform selected 270 key new titles of the year from both Chinese and international publishers, which were showcased collectively in a core exhibition area of the fair. All selected original Chinese titles will be presented at the 2026 Bologna Children's Book Fair in Italy.



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International Children's Reading Promotion Forum

The International Children's Reading Promotion Forum has been fully upgraded, covering themes such as children's book publishing, family reading, reading education, and library development. Roundtable discussions focused on the current state of children's reading in Asia and shared challenges. International guests, including Gvantsa Jobava, President of the International Publishers Association, and Basarat Kazim, President of the International Board on Books for Young People, attended to explore new trends in global children's reading promotion and to deepen international cooperation in fostering reading.



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Speakers

*Partial list of speakers, listed in no particular order



Basarat Kazim
(Pakistan)
President

International Board on Books for Young People (IBBY)



Gvantsa Jobava
(Georgia)
President

International Publishers Association (IPA)



Ai Limin
(China)
Chairman

The Books and Periodicals Distribution Association of China



Zeng Rui
(China)

Chairman, International Board on
Books for Young People China Section (CBBY)
President, China Children's Press & Publication Group



Hu Minghua
(China)

Deputy Secretary of the CPC Committee
General Manager and Vice President of
the Shanghai United Media Group



Carolina Ballester
(Spain)
Executive Director

International Board on Books for Young People (IBBY)



Li Nianzu
(China)
Deputy Director
Capital Library



Hazel Kenyon
(UK)
Commercial Director
NielsenIQ BookData



Wang Xinting
(China)
Grant Officer, Writer
Shenzhen iRead Foundation



Zhang Mingzhou
(China)
Chairperson
Life Tree Cultural Promotion Center



Ahmad Redza Bin Ahmad Khairuddin
(Malaysia)
Chairman
Penerbit Mahir Sdn Bhd



Margit Walsø
(Norway)
Director
Norwegian Literature Abroad (NORLA)



Carmen Leung
(Hong Kong, China)
Assistant General Manager
Sun Ya Publications (HK) Ltd



Lu Xiaoxin
(China)
Editor-in-Chief
Shanghai Juvenile & Children's Publishing House Co., Ltd.



Xu Haifeng
(China)
Director of Reading Publishing Division
Foreign Language Teaching and Research Press

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Shanghai Visiting International Publishers (SHVIP) Programme



Ahmad Redza Bin Ahmad Khairuddin
(Malaysia)
Chairman
Penerbit Mahir Sdn Bhd



Elodie Bourgeois
(Spain)
Publisher
Editorial Juventud



Kato Hiroki
(Japan)
Chairman of the Board
POPLAR Publishing



Meri Melkonyan
(Germany)
Rights & Foreign Rights Manager
Ueberreuter Verlag



Merete Thime Pharo
(Norway)
Literary Agent, Information Consultant
Saga Literary Agency/Det Norske Samlaget



Maud Sepult
(UK)
Group Rights Director
Simon & Schuster

SHVIP made a highly anticipated return. Publishers from six countries gathered in Shanghai from November 12 to 15 to visit local publishing houses and specialty bookstores, and to participate in a series of in-depth exchange activities, including Rights Centre meetings.



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Official Conference and Seminars

18 Conferences and seminars

141 Speakers

2,430 Audiences

Popular Conferences

- Award Winners' Series – Sydney Smith
- Children's Book Creation: Innovative Storytelling and Themes
- Award Winners' Series—The Power of Imagination: A Resonance Across Age and Cultures
- "Children Plus" Comics: Exploring the World, One Bubble at a Time
- Chinese and Global Children's Book Retail Market Analysis: 2025 Trends and Data
- The Vibrant World of Asian Children's Content: Trends, Exchange, and Impact
- Breaking Boundaries, Co-Creating Value: Innovative Practices and Global Perspective in IP Operations
- Bridging Worlds: Navigating Cultural Nuances in Children's Publishing
- Powerful impact of children's books on shaping young minds
- Art as Narrative: Inclusive Storytelling in Children's Books

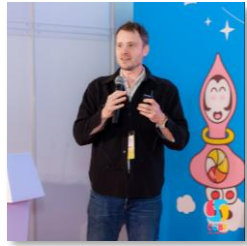


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Speakers

*Partial list of speakers, listed in no particular order



Sydney Smith
(Canada)
Author, Illustrator



Yutaka Hara
(Japan)
Writer, Illustrator
Author of *Incredible Zorori*



Machiko Wakatsuki
(Japan)
President, Editor-in-Chief
Bronze Publishing Inc.



Grazia Gotti
(Italy)
Co-Founder of Accademia Drosselmeier
Author, Critic, Advisor, Co-curator Children Plus



Marcella Terrusi
(Italy)
Professor at the Department of Quality Life Studies
University of Bologna



Gud
(Italy)
Comic Artist, Art Director
Book on a Tree



Yang Lei
(China)
Executive Vice President
OpenBook



Ruan Yunting
(China)
Comic Artist, Illustrator
Associate Professor at Chinese Academy of Art



Fei Jia
(China)
Senior Editor, Picture Book Researcher
Curator, Chinese section of Children Plus



Wei Ling
(China)
Managing Director and Editor in Chief,
Xiron Books



Huang Xiaoyan
(China)
Founder of Everafter Books, Publisher
Editor-in-Chief of The Little Bridge



Ruan Ling
(China)
Independent Publisher
Founder and Editor-in-Chief of Fox Family



Veronica Espinosa-Cabalinan
(Philippines)
Vice President
Disney Publishing and Digital Experiences, APAC
The Walt Disney Company



Chiu Siu Fung, Noletta
(Hong Kong, China)
Executive Director
Medialink Group Limited



Shu-Nu Candy Yen
(Taiwan, China)
President
SCBWIT-Taiwan

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Golden Pinwheel Young Illustrators Competition

- 1 2025 Golden Pinwheel Young Illustrators Competition
- Yearbook 2 Categories: Book Publishing & Commercial
- 10 International Awards
- 78 Countries and Regions Participated
- 69 Finalists
- 2,435 Illustrators Participated
- 15,209 Entries



Golden Pinwheel Young Illustrators Competition

Book Publishing Category



Golden Pinwheel Grand Award
(China)

The Oriental Jewel: Crested Ibis

Zhengfeng
(China)



Golden Pinwheel Grand Award
(International)

I am a Hero

Parvin Heydarizadeh
(Iran)

Golden Pinwheel Young Illustrators Competition

Book Publishing Category



Golden Pinwheel Special Mention

Beware! Darkness

Zhu Ruoge
(China)



Golden Pinwheel Special Mention

Zhu Ruoge

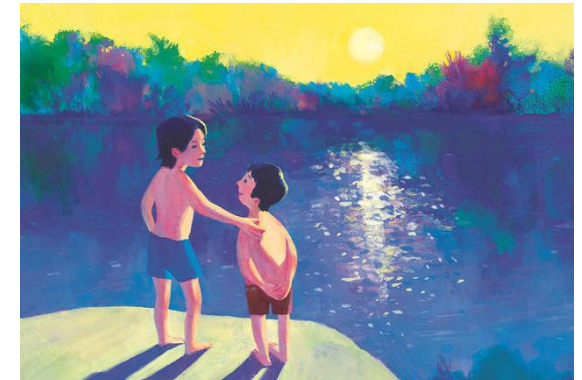
Armando Fonseca
(Mexico)



Golden Pinwheel Special Mention

May It Never End

Ximo Abadía
(Spain)



People's Choice Award

Our Lake

Angie Kang
(USA)

Golden Pinwheel Young Illustrators Competition

Commercial Category



Golden Pinwheel Grand Award

We Are All Sinking

Jacopo Riccardi
(Italy)



Golden Pinwheel Special Mention

Aranya Theatre Festival Poster Series

Su Xiaoci
(China)



Golden Pinwheel Special Mention

The "Dazi" Culture

Jia Mengqian
(China)



Golden Pinwheel Special Mention

Hot Pot

Dafne Wang
(China)

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Illustrators Survival Corner

12 Masterclasses

9 Workshops

27 Portfolio Reviews

1,808 Illustrators Participated

The Illustrators Survival Corner is jointly organised by CCBF, the Bologna Children's Book Fair (BCBF), and the Mimaster Illustrazione. It aims to support the growth of young illustrators by providing a professional platform for sharing experiences, enhancing skills, and exploring career development solutions through dialogue with international experts.



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Speakers

*Partial list of speakers, listed in no particular order



Leo Timmers
(Belgium)
Illustrator, Author



Øyvind Torseter
(Norway)
Author, Illustrator



Yoshitake Shinsuke
(Japan)
Picture Book Author, Illustrator



Alessandro Sanna
(Italy)
Illustrator, Author



Matthew Forsythe
(Canada)
Author, Artist



Steven Guarnaccia
(USA)
Professor Emeritus
Parsons School of Design



A Geng
(China)
Member of the Animation Arts Committee of
the China Artists Association
Professor at Beijing Institute of Graphic Communication



Zhou Xiang
(China)
Artist, Co-founders of Oriental Babies & Kids
Senior Picture Book Editor



Hei Mi
(China)
Picture Book Maker
Illustrator, Printmaker



Qin Nan
(China)
Founder, Ananas Illustration
Publishing Consultant, CITIC Children's Books



Sonia Pulido
(Spain)
Freelance Illustrator



Christian Inaraja Genis
(Spain)
Freelance Illustrator



Xavi Ramiro
(Spain)
President of the Professional Illustrators Association of Catalonia (APIC)
Freelance illustrator



Vikki Zhang
(China)
Illustrator
Founder of NIANYI



Walson
(China)
Travel Illustrator
Graphic Designer

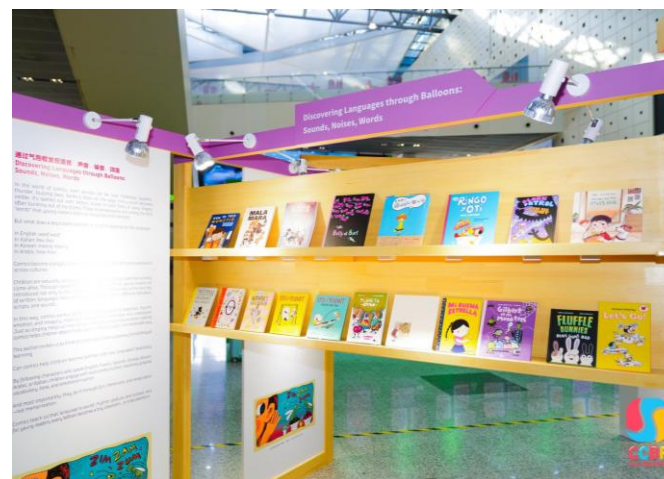
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Children Plus – COMICS: Exploring the World, One Bubble at a Time

30 Countries and regions

300 International titles

Supported by Bologna Children's Book Fair, the international section is curated by an international team led by Grazia Gotti (Accademia Drosselmeier Co-founder, Author, Critic, Advisor), Mariaelena Schiavo (Special Projects Manager BCBF/CCBF) and Marina Lepore (Secretariat and Coordination, Cooperativa Giannino Stoppani/Accademia Drosselmeier). The Chinese section is curated by Fei Jia, Senior Editor and Picture Book Researcher.



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Exhibitors' Events

A total of **322** 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

110 Exhibitor events on the booth

90 Offsite events



Media Promotion

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Media Promotion

491 Total media outlets

833 Media reports

20 Industry media from the US, the UK, Germany, Italy, and China

88 Mainstream media

278 Online media

105 Social media

The average daily media exposure reached over
16.83 million impressions

*Statistics up to 5 December 2025

合作伙伴 Partners

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



官方出行合作伙伴
Official Mobility Partner



官方票务合作平台
Official Ticketing Platform



支持媒体
Supported Media Partners



官方合作达人及机构 *排名不分先后
KOL & Organisations List *In no particular order



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Official Platforms

WECHAT



200,970

Followers

WEIBO



14,766

Followers

RED



8,625

Followers

FACEBOOK



5,027

Followers

INSTAGRAM



11,586

Followers

*Statistics up to 5 December 2025

中国上海国际童书展CCBF
上海市新闻出版局 上海市版权局
上海

关注中国上海国际童书展，获取展会及活动一手资讯。 >

260篇原创内容
视频号：中国上海国际童书展
1927个朋友关注

已关注公众号 发消息

消息 视频号 服务

金风车国际青年插画家大赛
11月13日

2025 中国上海国际童书展明日启幕！请收藏这份参观指南
阅读 7653 赞 72 14个朋友转发

上海国际童书展打卡攻略 中少总社承包你的所有快乐！
阅读 1100 赞 5 9个朋友读过

重磅新品 | 「十万个为什么」全球首款AI探索相机，守护孩子每一...
阅读 296 赞 3 2个朋友转发

余下2篇

11月12日

270部全球童书首发，就在2025中国上海国际童书展
阅读 4245 赞 39 9个朋友转发

世界级绘本大师里奥·提莫斯空降上海国际童书展！这个周末，锁定...
阅读 939 赞 9 1个朋友转发

千遇绘本（华旭）邀您共赴2025CCBF，探索儿童阅读新可能
阅读 337 赞 6 1个朋友转发

中国上海国际童书展

主頁 视频 直播回放 音乐 音频 草稿箱

加泰罗尼亚插画家
数据洞察

DAY 3 DAY 2 DAY 1

文旅商体展 票根联动

全球童书首发平台 SPOTLIGHT IN NEW BOOKS

与谁相遇？ 2025大咖阵容

商品 笔记 收藏 标记

了师者的温柔与坚守
上海国际童书...

中国上海国际童书展 11.14-16

听说了吗，吉竹伸介要来11月上海童书展啦！
上海国际童书...

2025年金风车插画大赛入围名单正式公布！
上海国际童书...

下一个星星人会是你吗
CCBF2025 插画家大会

插画家的高光时刻，从这里开始
上海国际童书...

China Shanghai International Children's Book Fair - CCBF

5K followers · 21 following

The leading fair entirely dedicated to books and specific contents for children in Asia Pacific

13 - 15 November 2026
Shanghai World Expo Center

Following Sign Up

ccbookfair

Shanghai Children's Book Fair

603 posts 11.6K followers 68 following

Artist
The leading fair entirely dedicated to books and specific contents for children in Asia Pacific
13-15 November 2026
Shanghai World Expo Center
linktr.ee/ccbookfair

Professional dashboard
171.2K views in the last 30 days.

Edit profile Share profile

New CCBF25 CCBF22

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Digital Marketing

708K Baidu Impressions

1.8 Million Google Impressions

361K Wechat Moment Impressions

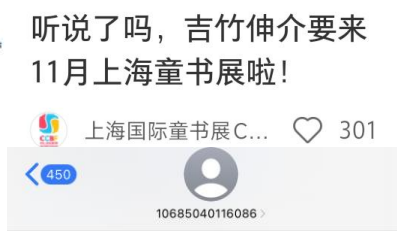
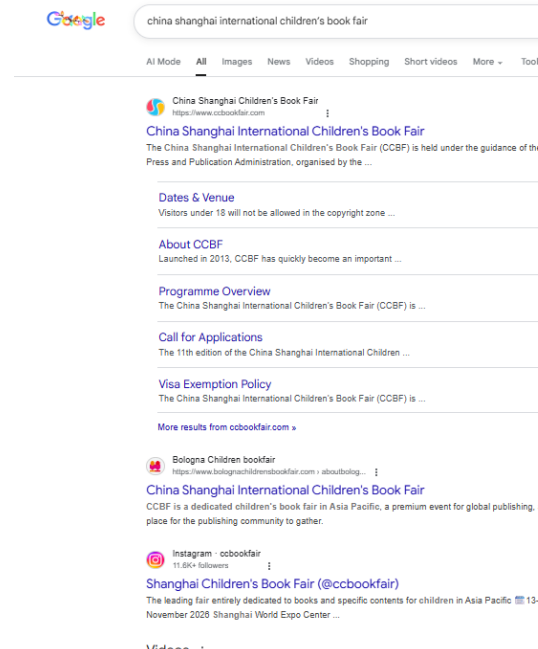
41K Red Impressions

44K CCBF official website page views

131K cumulative SMS reach

1.45 Million cumulative EDM reach: 73% domestic, 27% international

*Statistics up to 5 December 2025



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Media Promotion Highlights



PUBLISHING PERSPECTIVES

One-Brand / Two-Events: The Italian- and-Chinese Program's 12th Shanghai Fair

The largest Asia-based trade show of its kind is headed into its 12th year in collaboration with Bologna.

'A Bridge Between Eastern and Western'

With more than 30,000 visitors expected, "CCBF" 2025 is a leading event in the Asia-Pacific region dedicated to high-quality children's books and content.

Bologna's Fast-Growing Reach Through Illustration

A comprehensive guide to the top 10 new picture books in Asia-Pacific.

- Illustration Awards (Golden Owl, Bronze Owl, Silver Owl, etc.)
- Illustration Exhibitions (Golden Owl, Bronze Owl, Silver Owl, etc.)
- Illustration Workshops (Golden Owl, Bronze Owl, Silver Owl, etc.)
- Illustration Seminars (Golden Owl, Bronze Owl, Silver Owl, etc.)
- Illustration Exhibitions (Golden Owl, Bronze Owl, Silver Owl, etc.)
- Illustration Workshops (Golden Owl, Bronze Owl, Silver Owl, etc.)
- Illustration Seminars (Golden Owl, Bronze Owl, Silver Owl, etc.)

PUBLISHING PERSPECTIVES

China Bestsellers: Energies Around Shanghai's Book Fair

As the annual China Shanghai International Book Fair season arrives Beijing's OpenBook research group had new observations to mention.

Online Literature Rebalance Some Bestseller Points

The award-winning author of 'The Boy Who Swam to America' has a new book out.

OpenBook's Fiction Bestsellers, September 2025

Rank	Title	Author	Publisher
1	THE BOY WHO SWAM TO AMERICA	Michael C. Ondaatje	HarperCollins
2	THE NIGHTINGALE	Kristin Hannah	HarperCollins
3	THE GIVER	Lois Lowry	HarperCollins

PUBLISHING PERSPECTIVES

Shanghai Children's Book Fair Examines a Changing Market

The hot topics at the 12th edition of the annual show dedicated to children's publishing, held November 14-16, included cooling book sales and sluggish rights deals.

LATEST NEWS
Stable Distribution Adds

CHILDREN'S
LBVR Overhauls

Children's Booksshelf

An inspiring tribute to indigenous culture and communities

THE SPOTLIGHT

Daniel Nayeri Wins 2025 National Book Award for Young People's Literature

2025 National Book Awards for Young People's Literature in Photos

THE NEWS

Shanghai Children's Book Fair Examines a Changing Market

BOLOGNA CHILDREN'S BOOK FAIR

THE BOLOGNA GRAND TOUR

Fourth Stop: Shanghai

Six months before the next edition of CCBF, we invite you to Shanghai to experience the spirit of Bologna at the 12th edition of the China Shanghai International Children's Book Fair, our sister event, co-organized by us.

The Exhibitors

With over 50,000 visitors expected, CCBF 2025 stands as the leading event in the Asia-Pacific region dedicated to high-quality children's books and content.

ThailandBusiness News

Discover Asia's Leading Children Book Fair — CCBF 2025, Shanghai November 14-16, 2025

SHANGHAI, CHINA - Media OutReach Newswire - 18 September 2025 - The 12th edition of the Children's Book Fair (CCBF) will take place from November 14-16, 2025, in Shanghai at the 21 Convention Center (SWCC).

CCBF serves as a bridge between Eastern and Western children's publishing, promoting Chinese emerging talent from China and the Asia-Pacific region.

LM LICENSING MAGAZINE

BEYOND BOOKS. THE NEW INITIATIVES OF THE CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR

16 Jul 2025

China Shanghai International Children's Book Fair (CCBF) - the leading fair entirely dedicated to books and specific contents for children in Asia Pacific.

THE BRITISH MUSEUM LAUNCHES NEW RESEARCHES COLLECTION WITH ILLUSTRATION GARDENS

RETELLING CHINESE CHARACTER PAPER SCHOOL, REBORN ON RECYCLING BRAND LICENSING EUROPE

TOCA BOCA: ENGAGING FANS FROM VIRTUAL TO REAL LIFE

READ OUR LATEST ISSUE

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR

Discover Asia's Leading Children's Book Fair — CCBF 2025, Shanghai · November 14-16, 2025

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR

China Shanghai International Children's Book Fair (CCBF) - the leading fair entirely dedicated to books and specific contents for children in Asia Pacific.

SNICKS VECIKY

THE LONG ROAD TO RESPONSIBLE AI GROWTH

ANALYSIS BY DAN CONWAY, CEO OF PUBLISHERS ASSOCIATION, U.K.

Bologna Children's Book Fair

16,507 followers

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR

Discover Asia's Leading Children's Book Fair — CCBF 2025, Shanghai November 14-16, 2025

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR

China Shanghai International Children's Book Fair (CCBF) - the leading fair entirely dedicated to books and specific contents for children in Asia Pacific.

sister company based in Shanghai and Mariacelena Schiavo

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Media Promotion Highlights



总台上海总站
第十二届中国上海国际童书展11月沪上启幕
总台上海总站 | 2025-11-11 18:09:25 浏览量37965

在这里观察上海 从上海感受时代

第十二届上海童书展将于2025年11月14日至16日在上海世博展览馆举行。

作为亚太地区领先、专注于0-16岁童书出版及儿童内容产业的展览盛会，上海童书展自创办以来，始终致力于推动中外出版交流与儿童阅读事业的发展。本届展会将汇聚来自35个国家和地区的474家展商，展示2万余种中外最新童书，同期举办322场专业活动与阅读推广活动，覆盖儿童内容产业的全链条，预计吸引观众近4.5万人次。

本届展会设版权区与综合区两大板块。版权区面向专业观众，重点推动少儿出版物版权贸易与国际合作；综合区则兼顾版权交易、营销发行与零售推广，面向更广泛的读者群体。来自世界各地的出版商、版权代理人、作家与发行商将汇聚一堂，共商儿童阅读的未来。

今年全新推出的“全球童书首发平台”，标志着上海童书展正式成为全球童书行业新品发布的首选舞台。来自14个国家的270部年度重点新书将在展会现场全球首发。



CCBF 2025 in Quotes

Quotes from Exhibitors

It's great to be back in China to renew and strengthen our connections with Chinese publishers, and we very much look forward to continuing this collaboration. We're inspired by the strong interest in Norwegian children's literature at the fair, from both the public and the publishers. Our thanks go to BCBF and CCBF for placing Norway in the spotlight as we look ahead to Bologna 2026, where Norway will be Guest of Honour.

**Director, Norwegian Literature Abroad (NORLA)
Margit Walsø (Norway)**

This is our second time exhibiting here. There are plenty of opportunities to export in the English-language market as well as in other foreign-language markets. We've met new customers this week, and it's been really enjoyable. It's such an amazing and huge market — I recommend anyone to come.

**Deputy Manager Director, Igloo Books
Dean Corish (UK)**

We were invited by the Bologna Children's Book Fair after being shortlisted for the BOP Prize. I was impressed by how many people attended the talks. This year I have a particular interest in comics, and the programme covered this area wonderfully. I also had the opportunity to network and meet with Chinese publishers.

**Publisher Children's Books, Dar El Shorouk
Amira Aboul Magd (Egypt)**

This is our third time here. We have expanded our network of partners very effectively, and we are glad to be in constant communication with Chinese publishers. This is a great opportunity.

**Senior International Markets Manager, Clever Publishing
Evgenia Skvortsova (Russia)**

Quotes from Exhibitors

The return of “Soaring Creativity – O2O Hong Kong Pavilion” to CCBF 2025 marked not only the first large-scale offline participation of Hong Kong’s children’s book publishing and printing industry, but also a milestone event showcasing the city’s vibrant cultural and creative energy through in-depth exchange. This participation further reinforced CCBF’s role as a key hub for children’s publishing exchange in the Asia-Pacific region, while underscoring Hong Kong’s active role under its positioning as a “Centre for International Cultural and Arts Exchange.” Looking ahead, we hope to continue using creativity as a bridge, allowing the unique voice of Hong Kong children’s books to shine even more brightly on the global stage.

**Vice Chairman, Hong Kong Pavilion
Kwong Kwok-kau (Hong Kong, China)**

Once again at CCBF, I truly felt the vibrant atmosphere of an international children’s book fair. With so many leading international professionals and a rich programme of events, we had valuable opportunities to engage closely with peers, media, and promoters. The enthusiasm of readers and the positive sales results have also strengthened our confidence to continue publishing more high-quality books. I look forward to our next meeting!

**Deputy Editor-in-Chief, Beijing Thinkindom Children's Books
Pang Weiling (China)**

At this year’s Shanghai Children’s Book Fair, in addition to copyright negotiations, I focused on literary and science titles. At this year’s Shanghai Children’s Book Fair, in addition to copyright negotiations, I focused on literary and science titles. Outstanding works from Norway and Russia, as well as publications from countries such as Sri Lanka, India, and North Korea presented in the Belt and Road Publishing Cooperation Zone, were all deeply impressive. Literature nurtures imagination, while science books expand understanding, and this visit brought new insights in both areas.

**Head of Copyright Trading, China Welfare Institute Publishing House
Kang Hua (China)**

Immersed in the Shanghai Children’s Book Fair, we were deeply inspired by the industry’s craftsmanship and innovation in children’s content. With its global perspective and heartfelt connection to young readers, this is truly a place that ignites children’s passion for reading. JiaoJiao looks forward to working together with all partners here to nurture the limitless future of children’s content.

**Vice President of Brand Marketing, JiaoJiao
Li Dan (China)**

Quotes from Guests

It was my good fortune to attend the Shanghai Book Fair for the first time this year. Thank you CCBF for your invite and your amazing hospitality.

Centering on children is centering on the future. Bringing children and books together is IBBY's mission. When that happens under one rooftop, there is hope for the world.

At the Shanghai Book Fair people with the same ideals, same goals came together, with their words, illustrations, thoughts and life's work, to make it available to the world; to pass it on. What better!

And then parents, teachers, concerned citizens and, of course, the children were there to add vitality, joy and wholesomeness.

Thank you CCBF for bringing such vibrant and relevant beauty to Asia.

President, International Board on Books for Young People (IBBY)
Basarat Kazim (Pakistan)

CCBF continues to be an inspiring global meeting point for creators, publishers, and readers alike. A vibrant, beautifully organized fair offered an inspiring space to share ideas, connect with industry leaders, and celebrate the future of children's publishing. Being part of CCBF as a speaker, publisher, and panelist reaffirmed how vital this fair is for fostering creativity and international cooperation.

President, International Publishers Association (IPA)
Gvantsa Jobava (Georgia)

Quotes from Guests

Visiting the CCBF felt like stepping into the book fair of the future. I saw how cutting-edge and proactive the Chinese book industry is, something I could not have fully understood from a distance. So, what is often being theorized in the EU, is already in motion in China. Thanks to the SHVIP there was a unique opportunity to exchange on current industry topics with the leading experts as well as start building a network for the future collaborations. This trip has certainly left me curious to explore opportunities for common work.

2025 SHVIP Fellow
Rights & Foreign Rights Manager, Ueberreuter Verlag
Meri Melkonyan (Germany)

I had a great insight of the children book industry in China, particularly in Shanghai. I enjoyed the interactions with the other fellows, publishers and management teams of the companies that I had visited. The business matching activities brought benefits to me as a first time participant. As I mentioned, 3 of them have come to Kuala Lumpur for further discussions and to assess the Malaysian market.

Shanghai Children Bookfair is a good fair for Malaysian children publishers to participate due to the well-planned programs and extensive participation by publishers from China and other parts of the world. It's an excellent alternative for Malaysians compared to going to Bologna. Malaysians can enjoy the quality in Shanghai due to the collaboration with Bologna Bookfair.

2025 SHVIP Fellow
Penerbit Mahir Sdn Bhd Chairman
Ahmad Redza Bin Ahmad Khairuddin (Malaysia)

Quotes from Media Partners and Professional Visitors

Once again, thanks for inviting PW to CCBF. We appreciate the opportunity to meet with exhibitors and cover the event for our readers/audience.

**Reporter, Publishers Weekly
Teri Tan (Malaysia)**

At the CCBF, you don't just encounter good books—you also encounter many beautiful moments between people. Most of the time, we remain confined within the information bubbles amplified by big data, accustomed to viewing the world through a "black-or-white" lens. We forget that the world is inherently diverse, layered, and full of nuanced shades, and we overlook the possibilities of bridging gaps—of communicating, understanding, and embracing one another.

In-person gathering creates these very possibilities. I believe this is the true meaning of a book fair.

**Founder, Hui Ben Bang Bang Tang
Xiang Wen (China)**

This year's CCBF reminded me that children's books are more than stories on a page—they're bridges of culture and emotion. We're seeing high-quality children's IP evolve beyond print into immersive experiences, interactive exhibitions, and themed spaces, becoming cultural content that children can experience, participate in, and share. This offers fresh inspiration for Pinghu as we work to integrate culture, tourism, and sports, and to create engaging parent-child learning experiences. In the future, we look forward to weaving reading into our landscapes and letting the charm of childhood spark new possibilities in cultural tourism.

**Sheng Xiaochun
Deputy Director, Pinghu Bureau of Culture, Tourism and Sports (China)**

I'm delighted to have participated in this year's Children's Book Fair and to have reconnected with so many old friends. I'm already looking forward to next year's event!

**Principal, Magnolia Kindergarten
Xu Yan (China)**

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR



14-16 November 2025
See you in Shanghai!