



# CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR 中国上海国际童书展

CCBF

中国上海国际童书展

## 2026.11.13-15

WWW.CCBOOKFAIR.COM

Powered by  
**Bologna**  
Fiere Group



Shanghai World Expo Exhibition and Convention Centre

Illustration Courtesy of Su Xiaoci, Special Mention of 2025 Golden Pinwheel Young Illustrators Competition

# ABOUT CCBF



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

Launched in 2013, China Shanghai International Children's Book Fair (CCBF) has quickly become an important event for the global publishing industry. Over its twelve years of development, CCBF has thrived to accomplishing its motto—*Embracing the Future*. Not only is the fair a leading copyright hub for children's books, but it is also a premium platform offering marketing solutions and crossover possibilities for a wide range of industries. Since 2018, it has entered into close cooperation with Bologna Children's Book Fair (BCBF) organised by BolognaFiere.

**The 13<sup>th</sup> edition of CCBF** will take place on **13-15 November, 2026** in **Shanghai World Expo Exhibition and Convention Centre (SWECC)**.



## EXHIBITS CATEGORIES



# ASIA'S FAST-GROWING CHILDREN'S BOOK MARKET - DRIVEN BY CHINA

An annual publication of more than

**40,000 titles**

A total print run of more than **800 million**

More than **300,000 titles** on sale

With sales of more than **27.46 billion USD**

A readership of **367 million** minors

According to monitoring data from Beijing OpenBook Information Technology Co., Ltd., the Gross Value of China's overall book retail market in 2025 reached **RMB 110.4 billion**

Children's books account for the largest proportion of the total sales of books, reaching **28.8%**.

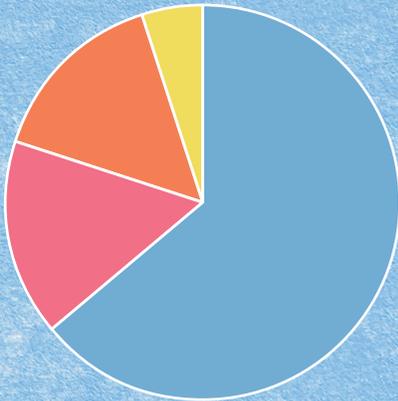
The Asia-Pacific children's book market was valued at approximately **3.2 billion USD** in 2024 and is projected to reach **3.9 billion USD** by 2033. China plays a leading role in this dynamic market since 2016, and it accounts for around **40%** of the Asian children's book market.



## WHY DO YOU NEED TO BE AT CCBF?

- Enter one of the most dynamic book markets in the world
- Learn about the latest industry hotspots and trends
- Open new business horizons for children's contents, empower the children's book publishing industry
- Discover new talents in China and Asia Pacific
- Explore the vibrant culture of Shanghai

# EXHIBITORS' NATURE OF BUSINESS



- **64% Publishing**  
 Publishing Houses, Copyright Agencies, Content Creators
- **16% Distribution**  
 Distributors, Importers & Exporters, Bookstores
- **15% Associated Products & Services**  
 Cultural Products Companies, Toy Companies, Education & Training Institutions, Digital & Multimedia & AI Companies, Licensing Companies
- **5% Printing**  
 Printers & Packagers, Professional Service Providers



# EXHIBITORS' TOP 10 COUNTRY

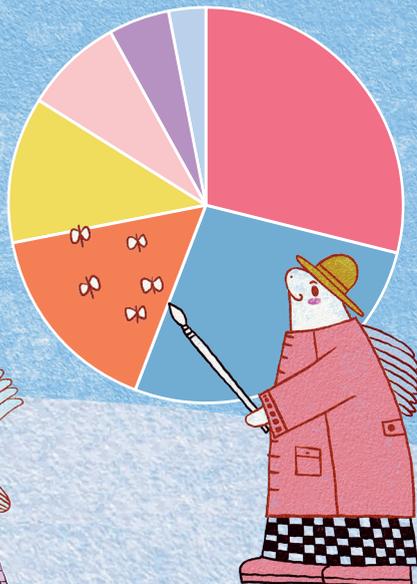


# VISITORS' PURPOSE OF VISIT

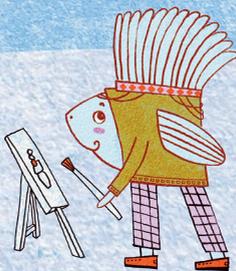
- 72% For business purposes (copyright trade, merchandise/make orders, potential investment)
- 65.48% To connect with industry peers and attend seminars / events
- 45.97% To look for trends and innovations
- 24.6% To discover new talents

# PROFESSIONAL VISITORS' NATURE OF BUSINESS

- 30% Publishers and Rights Agents
- 27% Reading Promoters, Education & Training Professionals
- 15% Distributors, Importers & Exporters
- 12% Content Developers, Digital & Multimedia Professionals, Licensors & Licensees
- 8% Illustrators, Writers, Translators & Designers
- 5% Media & KOLs
- 3% Organizations & Institutions



## COMMUNITY NETWORKING



**550,000+** Website page views



**115,000+** E-newsletter subscriptions worldwide



**200,970** Wechat followers



**14,766** Weibo followers



**11,766** Instagram followers



**8,625** Red followers



**5,027** Facebook followers

# FEATURED AREAS

## BOP – BOLOGNA PRIZE LOUNGE



This 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

The lounge is open to Asia-Pacific publishers with outstanding and distinctive editorial capabilities, showcasing original children's books and unique series, while facilitating rights connections and international promotion.



## RIGHTS CENTRE

Literary Agents and Scouts will be welcomed at CCBF Rights Centre, which is located in the Copyright Zone, and a turn-key opportunity to experience CCBF at 360°.

## STREGA PRIZE LOUNGE



The Strega Prize Lounge is open to winners and shortlisted publishing houses of the **Premio Strega Ragazze e Ragazzi** - the children's special section of the most important Italian literary Prize.

## BELT AND ROAD LOUNGE

Focusing on representative children's publishers from countries along the Belt and Road Initiative (BRI) partner countries, the lounge exhibits their unique contributions and outstanding achievements in publishing innovation and market development.

## CROSSMEDIA LOUNGE



Beyond books, this lounge displays international children's content successfully adapted across books, digital, animation, gaming, and audio-visual platforms, including past **BolognaRagazzi CrossMedia Award** winners, to inspire licensing and cross-media development.

# ACCOMPANYING PROGRAMMES



SPOTLIGHT ON NEW BOOKS



INTERNATIONAL CHILDREN'S  
READING PROMOTION FORUM



OFFICIAL CONFERENCE & SEMINARS



SHANGHAI VISITING INTERNATIONAL  
PUBLISHERS PROGRAMME (SHVIP)



GOLDEN PINWHEEL YOUNG  
ILLUSTRATORS COMPETITION



THE ILLUSTRATORS  
SURVIVAL CORNER



ILLUSTRATORS AVENUE



CHILDREN PLUS



EXHIBITORS' EVENTS  
AND CONNECTING THE CITY

## Approved by

Shanghai Press & Publication  
Administration

## Organised by

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

## Overseas contact

BolognaFiere S.p.A.  
Mariaelena Schiavo  
Ph. +39-051282298  
mariaelena.schiavo@bolognafiere.it  
ccbfbolognafiere.it

## Great China contact

Ronbo BolognaFiere Shanghai Ltd.  
Joy Zhu  
Ph. +86-21-33560653  
ccbfbolognafierechina.com

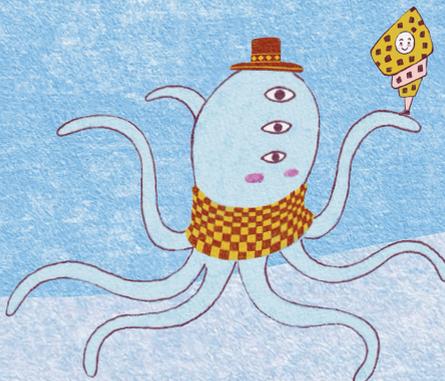
## Co-organised by

Ronbo BolognaFiere Shanghai Ltd.



## Powered by

BolognaFiere S.p.A.



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



#ccbookfair