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**BOLOGNA  
CHILDREN'S  
BOOK  
FAIR**



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INNOVATION IN CHILDREN'S CONTENT  
STILL ROCKING AT 60!  
6-9 MARCH 2023  
BOLOGNA, ITALY**



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**60 YEARS OF BOLOGNA CHILDREN'S BOOK FAIR**

# What's in store for 2023



Bologna Children's Book Fair (BCBF) – the world's leading children's publishing event – celebrates its **60<sup>th</sup> anniversary in 2023**. After last year's remarkable success, BCBF will again benefit from the support of the Italian Trade Agency and the Ministry of Foreign Affairs and International Cooperation, further extending the international reach of the opportunities it makes available to the publishing industry.

BCBF 2023 will feature impressive flagship initiatives, such as **BolognaBookPlus (BBPlus)**, the brand extension aimed at a general trade audience. After the success of its first in-person edition, BBPlus will again be contributing its innovative drive with an exciting programme catering for publishers and rights trading across the world. This year, the BCBF's Agents Centre has become the **new Bologna Rights Centre**, open to both agents dealing in content for children and adults and the rights professionals of all exhibiting publishers.

BCBF 2023 will also have a larger **Comics Corner**, with comics publishers from across the globe. There will again be another Spotlight on Africa taking an in-depth look at publishing in this continent. The fair will have its usually broad raft of events and initiatives: awards, exhibitions, meetings, and special areas devoted to the many different aspects of the publishing industry.

But travelling is also part of the fair's DNA. A special **Grand Tour** took BCBF to four prestigious international trade fairs to meet the global book community. Previewed in New York in early October, the Grand Tour officially opened in Frankfurt, continuing on to Sharjah, Montréal and Guadalajara, where it wrapped up a few days ago.





# THE BCBF FELLOWSHIP PROGRAMME FOR INTERNATIONAL PUBLISHERS AT PIÙ LIBRI PIÙ LIBERI

As part of its international professional programme at the 'Più Libri, Più Liberi' book fair, BCBF has invited a number of book professionals from a range of countries to meet with Italian publishers and get a deeper insight into the Italian book market. The Fellowship programme for both children's and general trade publishing is organised by Bologna Children's Book Fair in collaboration with the Italian Publishers Association (AIE), and with the support of the Italian Trade Agency and the Ministry of Foreign Affairs and International Cooperation. International publishing professionals gain an **in-depth understanding of Italy's publishing landscape** thanks to the Fellowship's innovative programme: a tailor-made tour of publishing houses, specialist bookshops, and artists' studios. An important stop on the tour is the 'Più Libri, Più Liberi' Rights Centre, where the Fellows are currently engaged in business meetings with Italian publishers.

## COMICS CORNER

In recent years, comics and graphic novels have been one of the fastest growing areas of the publishing industry worldwide. BCBF turns the spotlight on this thriving sector with a dedicated **comics area**, complete with showcases and meeting tables for publishers. Designed to provide a comics exhibition space at the very hub of the fair, the Comics Corner is open to BCBF Exhibitors – who will be offered special rates – but also to publishers not exhibiting at the trade show. BCBF's spotlight on comics will also include a series of round tables looking at the international comic-book landscape. Other major initiatives include the **BolognaRagazzi Comics Award** acknowledging excellence in comic books for young readers. The competition is open to both exhibitor and non-exhibitor comic-book publishers. BCBF also promotes comic book production throughout the year, with events in Italy and abroad. The Fair recently partnered Lucca Comics & Games to present the exhibition "Comics from around the world" dedicated to the titles winning awards or mentions at the BolognaRagazzi Comics Award. At the Salon du Livre de Montréal (Canada), one of the venues visited by the Bologna Grand Tour, BCBF presented a special exhibition of must-have Italian comics entitled "**Une mer de nouvelles bandes dessinées italiennes, 2019-22**" (A Sea of New Italian Comics, 2019-22). It was a major showcase in one of the world's largest comics markets. Curated by Professor Marco Pellitteri for BCBF, the exhibition was partnered by the Italian Publishers Association (AIE), and supported by the Italian Trade Agency and the Ministry of Foreign Affairs and International Cooperation.



## BCBF Global Rights Exchange

### BOLOGNA GLOBAL RIGHTS EXCHANGE

Powered by the international rights platform PubMatch and created within the framework of Aldus Up - European Book Fairs network, the Bologna Global Rights Exchange (GRE) is a **virtual marketplace** dedicated exclusively to the **distribution and licensing of international rights**. First established in 2020, GRE has become a key aspect of BCBF's digital strategy, with around 22,000 titles and more than 200 properties. Functions and features have been added and improved and now include new areas like BBPlus, offering general trade publishers, agents and BLTF/ Kids operators opportunities to keep abreast of brand and property licensing trends. The special Comics Corner Section is again dedicated to publishers of comics and graphic novels exhibiting at the BCBF's Comics Corner. Working as a year-round rights marketplace, GRE offers exhibitors a wide range of opportunities. Operators can present their titles and brands, and create their own book showcases. Filters can be

applied to target children's books, or search by book topic, type, reader age, country, etc. The platform's chat function provides direct real-time link-ins with publishers while video meetings or calls can be scheduled and held on the platform. The Bologna Global Rights Exchange is open to Publishers, Agents/Literary Agencies, Scouts, Licensees, Licensors, Developers, Licensing Agencies, TV/Audio-visual Producers, Promotion and Services Providers. It is completely free for all exhibitors at BCBF, BLTF/Kids and BBPlus.

### ITALIAN EXCELLENCE. ILLUSTRATIONS FOR ITALO CALVINO

Departing from the 'Italian Excellence' format of the previous three editions, the 2023 'Italian Excellence' project is devoted to Italo Calvino to mark the centennial of the author's birth. Illustrations of Calvino's works by artists from around the world pay tribute to the literary excellence of this world-famous Italian writer. The Exhibition is made up of two parts: one, containing already published illustrations of Calvino's works, the other, the 30 winning illustrations of an **international contest** curated by BCBF. The Exhibition is on display at BCBF 2023 in the Service Centre, after which it will tour numerous Italian Cultural Institutes around the world. The multi-language Exhibition catalogue, published by Mondadori, will contain all the illustrations selected accompanied by texts by Calvino. Both the Exhibition and catalogue are curated by Accademia Drosselmeier/Cooperativa Giannino Stoppani.





## BOLOGNABOOKPLUS: THE EVENT FOR GENERAL TRADE PUBLISHING

BolognaBookPlus (BBPlus) is a brand extension of BCBF aimed at a general trade audience, and was launched in collaboration with the Italian Publishers Association (AIE). BBPlus 2023 offers flexible exhibiting opportunities; training; hosted bookseller and publisher programmes; strategic partnerships, and a topical seminar programme, all building on the success of the first in-person event 2022.

### EXHIBIT & SHOWCASE AREA

BolognaBookPlus aims to give general trade companies an opportunity to expand their reach across Europe and beyond, through a **variety of exhibiting packages**. Building on the 60-year history of BCBF, and with a team of experienced exhibition organisers, BBPlus is an additional focal point on the trade calendar, allowing those who traditionally visit BCBF additional opportunities for their general trade colleagues. Packages range from 'space only' options, turnkey 'turn up and trade' stands, through to rights tables in the new combined children's and general adult trade rights centre. BCBF exhibitors wanting to expand their reach with stands in the BBPlus area will also receive a discount.

### RIGHTS TRAINING

Buying and selling rights activity is the beating heart of the book fair. The **new Bologna Rights Centre**

hosts those exhibitor publisher rights professionals across the industry, trading rights in both adult and children's publishing. One of the key tools designed by the fair to foster rights trading is the Bologna Global Rights Exchange (GRE), a dedicated rights trading platform, enabling exhibitors and visitors to continue to showcase, discover and trade rights across the world. **'How to Sell Rights and Understand Licensing in Children's Publishing'** is one of suite of training events, taking place on the eve of the fair, Sunday 5 March 2023. It is the definitive training for all those wishing to get into rights, or in their first role.

### TRANSLATION

Translation rights are bought and sold in the Bologna Rights Centre and on exhibitors' stands, enabling stories and information to travel the world. BBPlus annual **'Business of Translation Forum'** looks at the trends in sales of translated books; hot topics in the world of translation; grants and prizes; selling and promoting translated books and provides a sharp focus on selected language areas by of case studies.

### SEMINARS

A topical seminar programme takes place throughout the fair. It considers the challenges and opportunities facing the industry through 45-minute seminars led by **industry names from across the globe**. Themes covered in 2022 included the business of translation; accessibility; the Italian Book Market; supply chain and bookselling challenges.

Submissions to be considered for this programme are open with a mid-December Deadline.

### SELF-PUBLISHING

Learning how to self-publish one's own work can be an overwhelming process for the uninitiated, given there are many companies offering platforms and services. Understanding the commercial side, rights, distribution, marketing and social media is vital to **navigate this route to market**. BBPlus offers a comprehensive training event 'How to Self-Publish in Italy and Abroad', taking place 6 March 2023.

### DESIGN & ILLUSTRATION

Recognition of the production and design work of general trade publishing will be celebrated through the **'Jackets Off!' Award**, now in its third year. 'How to be Successful in Design and Illustration in General Trade Publishing', is a new initiative for 2023. It is a forum for all those new to design and illustration, or in their first role.

### AUTHOR AMBASSADOR

BBPlus celebrates authors through its Author Ambassador programme. The chosen author attends the fair, speaking at seminars and events and represents success and international publishing. The chosen author for 2023 will be announced soon.

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**BOLOGNABOOKPLUS**  
TRADING FOR GENERAL PUBLISHERS  
EXHIBIT | TRAINING | CONTENT



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