



### 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 ten 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 11<sup>th</sup> edition of CCBF will take place on 15-17 November, 2024 at Shanghai World Expo Exhibition and Convention Centre (SWEECC).



**SCALE 2024** 

25,000

sgm exhibition area

480+

exhibitors

<del>45,000+</del>

visitors

200+

event:

### **EXHIBITS CATEGORIES**



BOOKS



CHILDREN'S
AND JUVENILE



EDUCATIONAL BOOKS



NON-FICTION BOOKS



SPORTS AND HOBBY BOOKS



**MISCELLANEOUS** 

Periodicals, Comics, Original Books, Stationery, etc.



DIGITAL AND MULTIMEDIA PRODUCTS



SERVIC

Education Training, Printing, Packaging, Desigr Services, etc.



ENTERTAINMENT

Animation, Stage Plays, Special Exhibitions, etc.

# THE CHILDREN'S BOOK MARKET IN 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 **RMB 20 billion** 

A readership of **367** million minors

After entering the 21st century, China's children's book publishing spurt of development, entering a flourishing "golden age", creating a miracle of 20 consecutive years of average doubledigit growth, becoming a strong "leading force" in China's publishing. China is a large children's book publishing country with friendly publishing relations with more than **100 countries** in the world, and has made great strides towards the development of a strong children's book publishing country.

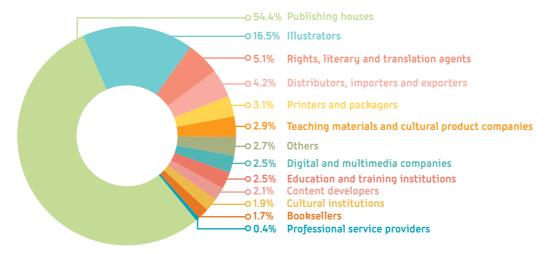


# WHY DO YOU NEED TO BE AT CCBF?



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

## EXHIBITORS' NATURE OF BUSINESS



# EXHIBITORS TOP 10 COUNTRY

CHINA	ITALY	UNITED KINGDOM	FRANCE	GERMANY
CANADA	BELGIUM	SOUTH KOREA	JAPAN	INDIA

# VISITORS' NATURE OF BUSINESS

21.1% Publishers

12.2% Education and training professionals

10.7% Reading promoters

10.7% Others

6.7% Academy

6.4% Content developers

**5.7%** Illustrators, writers and translators

5.3% Government, embassies, consulates, associations and media

4.4% Cultural institutions

3.0% Librarians

2.1% Booksellers



1.8% Digital and multimedia companies

.6% Distributors, importers and exporters

1.2% Graphic designers

1.2% Agents and scouts

1.2% Software, game, animation and film producers

1.1% Licensing companies

1.0% Children products distributors

1.0% Printers, packagers and service providers

0.8% Researchers and book critics

0.8% Merchandisers, investors and franchisees

\*All data from CCBF 2023

### **VISITORS' PURPOSE OF VISIT**



56.3% Keeping up with industry trends

53.4% Networking with industry peers

32.7% Looking for new talents

28.1% Attending seminars and events

28.1% Maintaining and expanding business

22.5% Merchandising and making orders

18.3% Rights purchase

10.4% Rights sales

5.9% Preparing for a future trade fair presence

4.3% Looking for potential investments

1.4% Others

## COMMUNITY **NETWORKING**







**167,248** 





14,511

小红书

3.757



9.162



4.898



387,580

Website page views



110,000+

E-newsletter subscriptions worldwide

# FEATURED AREAS



## 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°.



### 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

CCBF opens this lounge to selected publishing houses from the Asia Pacific area, noted for their editorial excellence, among which are many shortlisted publishers for the Bologna awards.



# ORIGINAL EDITION BOOKS CENTRE

This area will showcase the finest books available for direct import and distribution in China. Domestic book distributors, book retailers, libraries, book stores, picture book stores and international schools will be invited to curate their selection on-site



# 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

# ACCOMPANYING **PROGRAMMES**



Conferences and Seminars

Golden Pinwheel Young Illustrators Competition



Illustrators Survival Corner

Illustrators Avenue





Children Plus Children Plus 2024 will focus on Fashion





### 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.

### Co-organised by

Ronbo BolognaFiere Shanghai Ltd.



### Powered by

BolognaFiere S.p.A.



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