



CHINA SHANGHAI INTERNATIONAL
CHILDREN'S BOOK FAIR

中国上海国际童书展

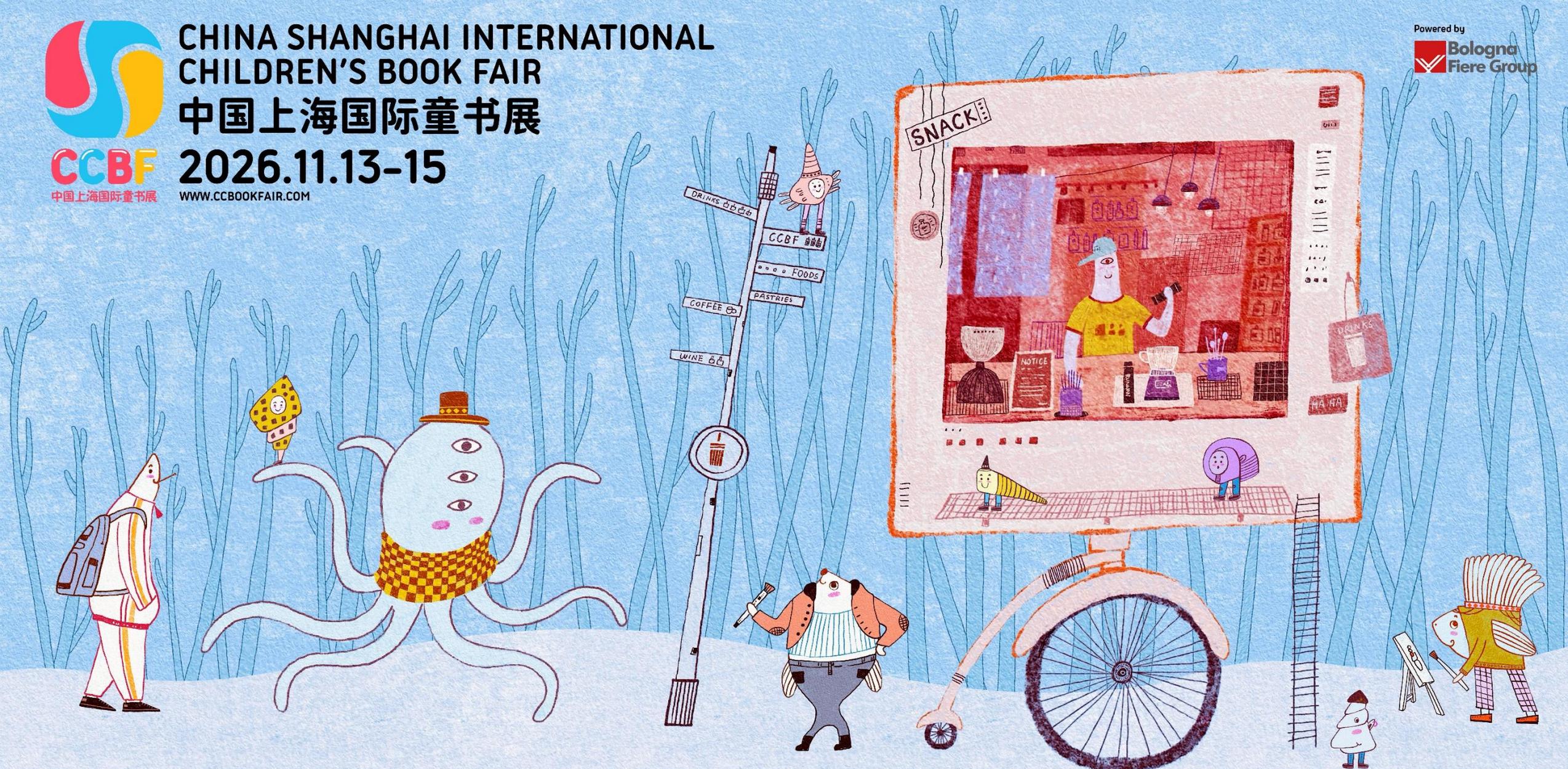
CCBF

中国上海国际童书展

2026.11.13-15

WWW.CCBOOKFAIR.COM

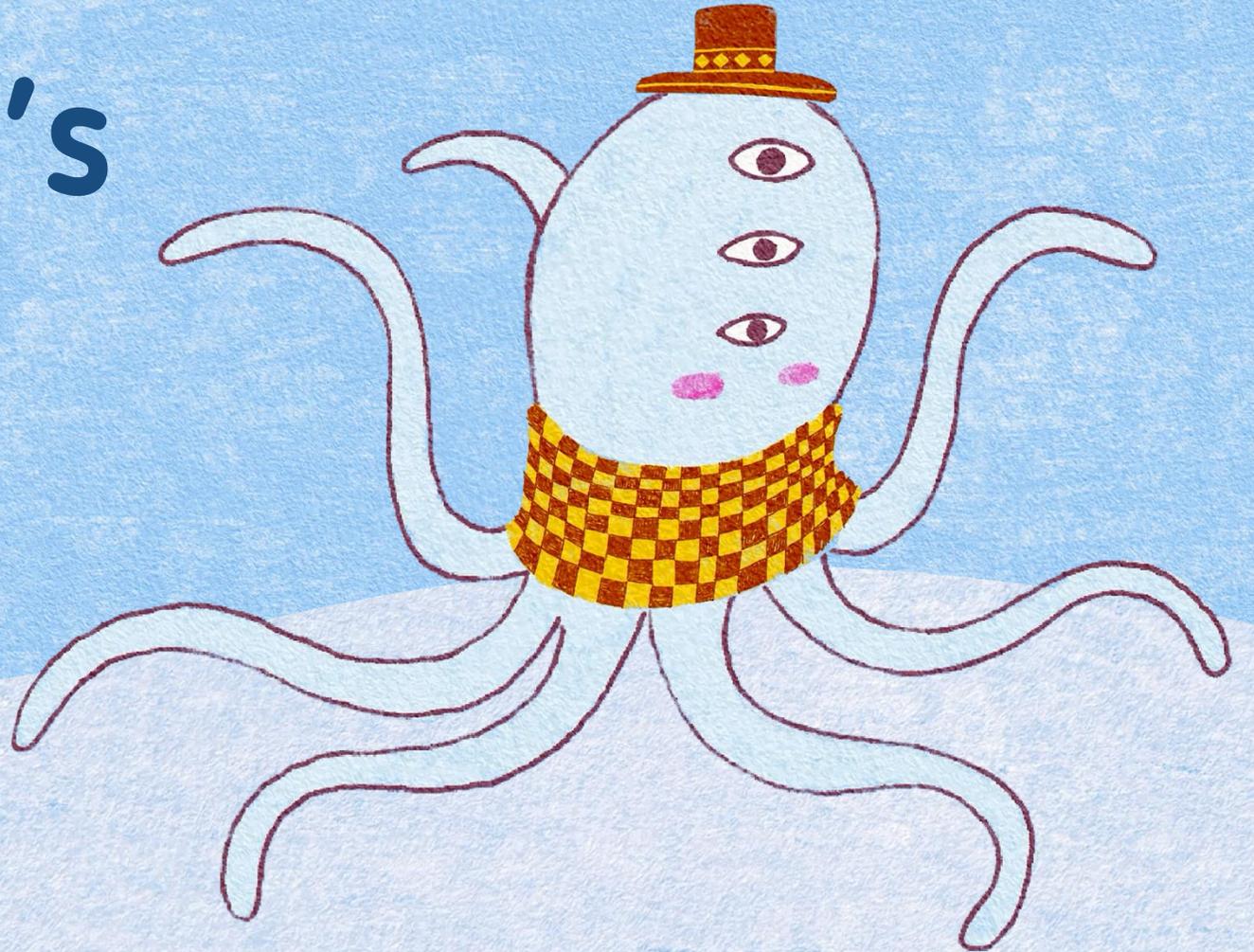
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SHANGHAI WORLD EXPO EXHIBITION & CONVENTION CENTRE

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

The Children's Book Market in China



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 **RMB 20 billion**

A readership of **367 million** minors

The Asia-Pacific children's book market was valued at approximately **USD 3.2 billion** in 2024 and is projected to **reach USD 3.9 billion** by 2033. The region represents around **27–37%** of the global children's publishing market, making it one of the fastest-growing regions worldwide. China plays a leading role in this dynamic market since 2016, and it accounts for around **40%** of the Asian children's book market.

General Fair Introduction



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General Information

China Shanghai International Children's Book Fair (CCBF)

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



Shanghai World Expo Exhibition and Convention Centre-Hall 1



Five Enhanced Features



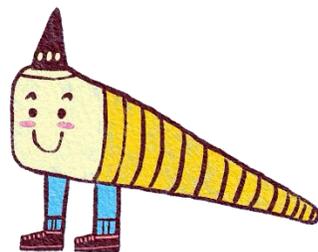
Why you need to be at CCBF?

Enter one of the most dynamic book markets in the world

With a population of 367 million children and young adults, and children's books account for the largest share of the book retail market in China. As one of the fastest growing children's book markets in the world, China publishes about 20,000 new books each year, with 300,000 backlist titles. With the in-depth development of national reading and the awakening of the demand of the sinking market, the demand for children's books in the Chinese market will further expand.

Get to the heart of the Asia Pacific children's rights market

CCBF is the only book fair in China and Asia Pacific fully dedicated to children's content, which makes Shanghai your unparalleled destination for the children's rights market. CCBF helps you to connect with the professionals from the Asia Pacific: the most exciting, booming and dynamic market for Children's content.



Discover new talents in China and Asia Pacific

CCBF brings together both accomplished and emerging talents in China through dynamic programmes. It will be an exceptional opportunity to discover world-class authors, illustrators, translators, editors and other content creators for potential collaborations.

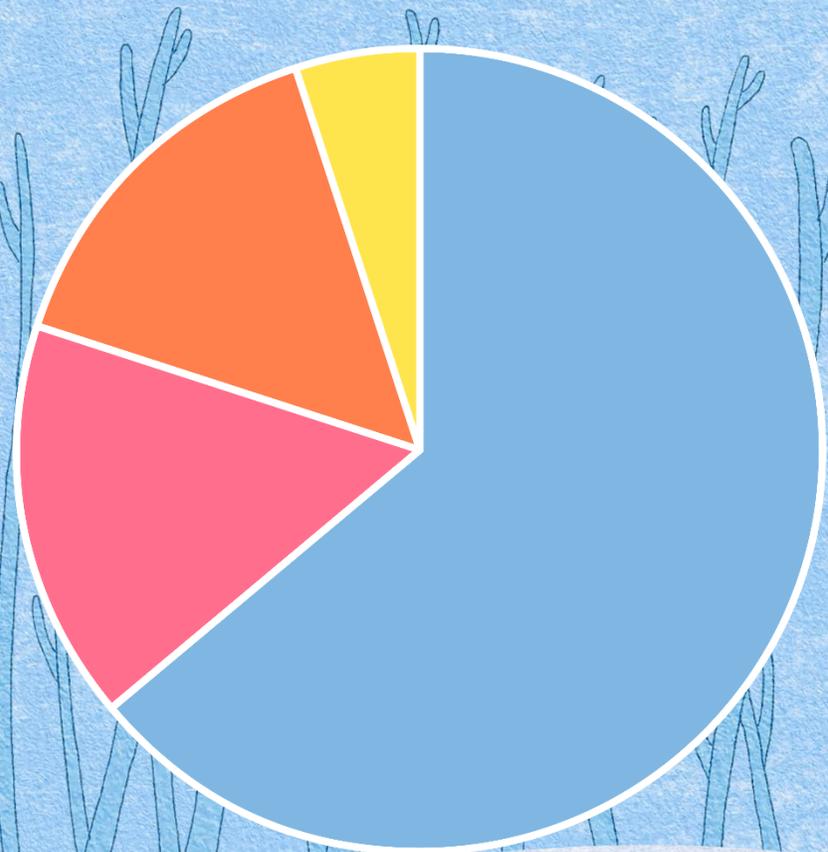
Learn about the latest industry hotspots and trends

CCBF offers a wide range of programmes that covers the whole book chain. Through a three-day conference, a publishers' fellowship programme, competitions and prizes, exhibitions and reading promotion events, CCBF participants will be able to gain up-to-date knowledge about the latest market trends, hear about new business practices, or discover emerging talents.

Explore the vibrant culture of Shanghai

During the fair, a selection of popular bookstores, libraries, early childhood institutions and schools in Shanghai take the CCBF annual book feast beyond the boundaries of the fair ground. A wide array of cultural activities will be held all over Shanghai to showcase the city as a great attraction for children's books enthusiasts.

Who will exhibit at CCBF?



- 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



Exhibit Categories



**ILLUSTRATED
BOOKS**



**CHILDREN'S
AND JUVENILE
LITERATURE**



**EDUCATIONAL
BOOKS**



**NON-FICTION
BOOKS**



**SPORTS AND
HOBBY BOOKS**



MISCELLANEOUS

Periodicals, Comics, Original
Books, Stationery, etc.



**DIGITAL AND
MULTIMEDIA
PRODUCTS**



SERVICES

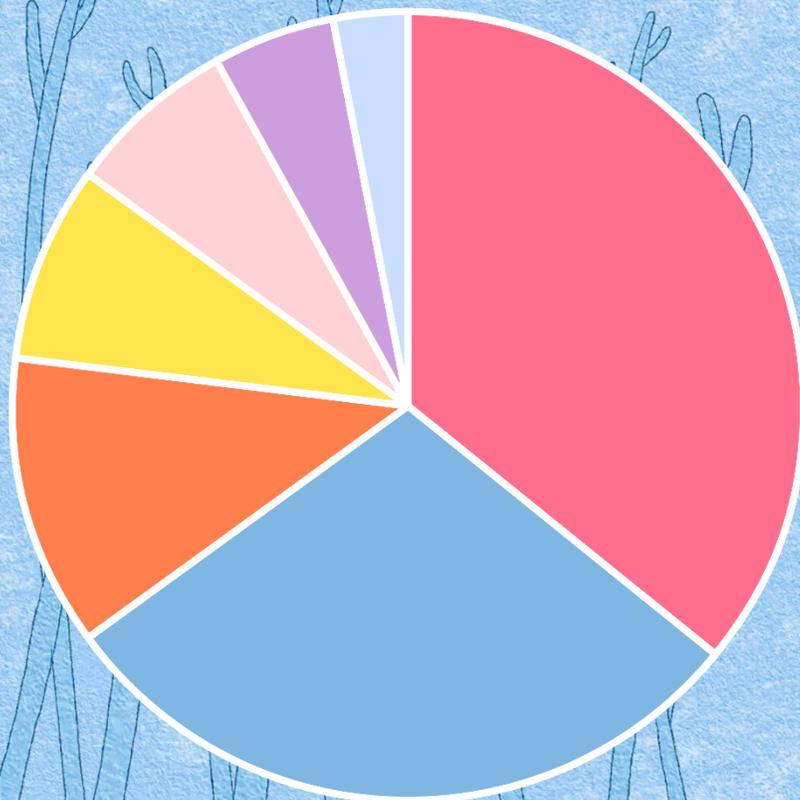
Education Training,
Printing, Packaging, Design
Services, etc



ENTERTAINMENT

Animation, Stage Plays,
Special Exhibitions, etc

Who will visit at CCBF?



- 36% Publishers
- 29% Reading Promoters, Education & Training Professionals
- 12% Content Developers, Digital & Multimedia Professionals, Licensors & Licensees
- 8% Illustrators, Writers, Translators & Designers
- 7% Distributors, Importers & Exporters
- 5% Media & KOLs
- 3% Organizations & Institutions

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2026 Fair Map

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR



COPYRIGHT ZONE

Copyright Exchange,
Import and Export,
International Partnerships

November 14-16
open to professional
visitors only



HYBRID ZONE

Copyright, Distribution,
Channel, Partnership,
Promotion, Retail

November 14-16
open to all visitors



Featured Area



Featured Copyright 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.

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. The Strega Lounge is an open window on the best contemporary children’s literature in Italian.

CrossMedia Lounge



A space for those who have transformed a story into an entire narrative universe. This lounge celebrates editorial projects that go beyond the book into digital worlds, animation, video games, and audio-visual productions. A premium showcase for professionals in creative adaptation and cross-media licensing. Also featuring winners of the BolognaRagazzi CrossMedia Award

Featured Copyright Areas

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.

Belt and Road Lounge



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

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°

Accompanying Programmes



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Spotlight on New Books



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.

In 2026, Spotlight on New Books will further expand opportunities for showcasing and connecting high-quality new releases, helping more original content reach the international stage.



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International Children's Book Publishers Dialogue



The annual branded event International Children's Book Publishers Dialogue Forum is jointly organized by the CCBF Committee, the International Board on Books for Young People (IBBY), the Children's Reading Materials Working Committee of the Publishers Association of China, and the Chinese Board on Books for Young People (CBBY). Bringing together publishing elites from around the world, this event explores trends in children's book publishing and new models for cultural collaboration.



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Conferences and Seminars



CCBF is well-known for its professional seminars covering a wide array of topics. Speakers include experts on publishing, digital marketing, social media, and content creation. These events aspire to promote communication and cooperation between professionals and share the latest children's literature industry trends with all attendees.

This year's topic will focus on key themes such as global children's publishing market data and trends, rights trading, digital publishing, and comic creation. Renowned recent winners of prestigious international awards will also be invited to share their creative experiences and insights.



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Shanghai Visiting International Publishers (SHVIP) Programme



SHVIP is CCBF's publishers fellowship, an exchange programme designed for publishing managers, publishers and editors of all levels who have a special interest in the publishing markets of China and its Asian neighbours. For six days, SHVIP offers a small group of children's book specialists the opportunity to gain detailed insight into the local publishing landscape and visit CCBF from an exclusive perspective. It also enables CCBF exhibitors and trade visitors to network with the invited publishers.



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Children Plus



Every year, Children Plus will identify a different category of books—relevant from both international and local perspectives—to become a highlight of the CCBF programme.

The theme for Children Plus 2026 will be revealed soon.

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Golden Pinwheel Young Illustrators Competition & Exhibition

Since its creation in 2015, the competition has been providing a venue for emerging illustrators to showcase their talent. It aims to build bridges between them and children's publishers, both domestically and globally. The Golden Pinwheel is not merely a standalone competition—it is a comprehensive programme which includes exhibitions, an illustrated yearbook and a variety of promotional campaigns.

The 2026 call for entries will run from 26 March until 9 June 2026 23:59, (GMT+8).



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Illustrators Survival Corner



The Illustrators Survival Corner is a programme featuring interactive workshops and seminars exclusively designed for illustrators, picture book editors and anyone professionally interested in the fascinating world of illustrated children's books.

It is also a place where novices and seasoned professionals of the visual communication world can share experiences, successes and concerns regarding the profession and the market.



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Illustrators Avenue



A small art fair within a book fair, the “Illustrators Avenue” is an innovative platform created especially for illustrators, artists and content creators seeking for business opportunities, professional training and industry networking.

In 2026, 100 groups of exhibiting illustrators and art studios will bring their publications, illustrations and art derivatives to communicate with the industry and interact with readers, highlighting the whimsical and creative potential of the backwaters.



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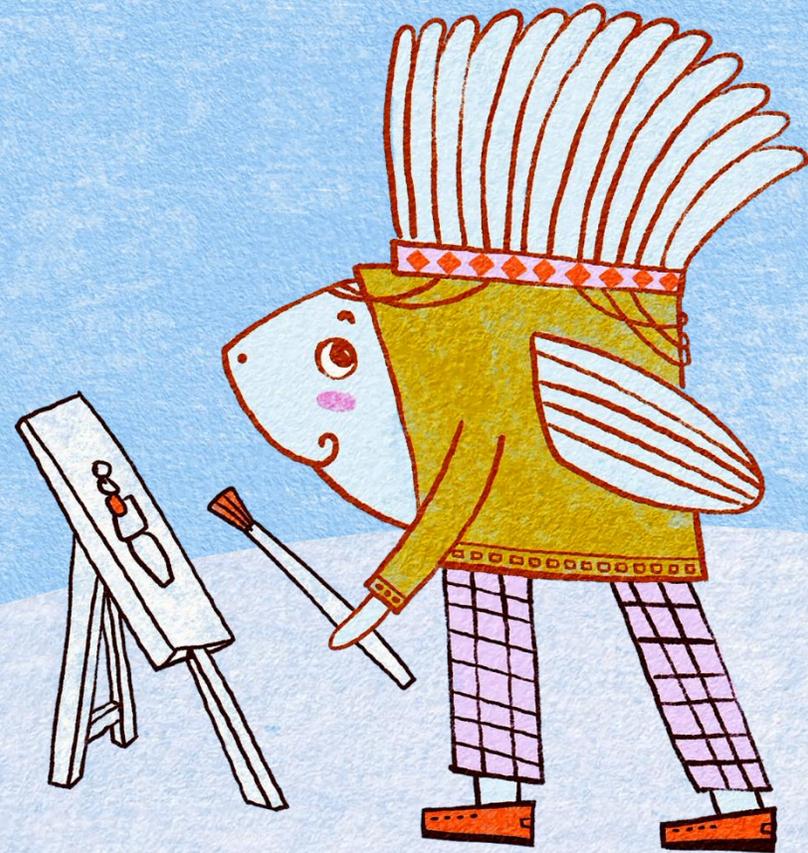
Exhibitors' Events and Connecting the City



CCBF is not only a meeting point for professionals of the children's publishing and education industries, it is also an annual celebration of the power and joy of reading. During the fair, our exhibitors, as well as numerous local bookstores, libraries, schools and other educational institutions organise a wide variety of cultural activities for readers to connect with books and interact with their favourite authors.



Fair Promotion



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CCBF Social Media Matrix

- CCBF official website: www.ccbookfair.com
- Over **540,580** page views throughout the year
- More than **110,000** professionals in domestic and foreign database



WECHAT
200,970



WEIBO
14,766



TIKTOK
18,570



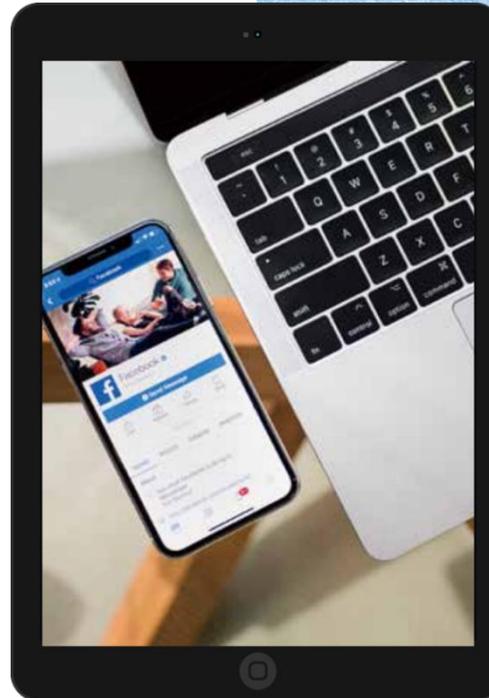
REDNOTE
8,625



FACEBOOK
5,027



INSTAGRAM
11,586



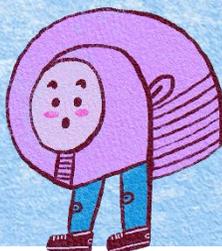
With 12 years of experience, CCBF keeps pace with the times, actively expands its digital presence, and reaches audiences across multiple platforms in China and globally.

- Continuous high-quality content output and high-quality service
- Private domain pool for more than 30W+ accurate customers
- Strong integration and interaction between online and offline



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Media Partners



CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR



THE BOOKSELLER



Review of CCBF 2025



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CCBF 2025 Review

25,000

sqm exhibition area

35

country & regions

474

exhibitors

141

speaker & guests

42,387

visitors

15,765

professional visitors

322

professional programmes and reading promotion activities



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2025 Exhibitors Review

35

countries
and regions

474

exhibitors

280

domestic
exhibitors

194

international
exhibitors

Overall Evaluation by Exhibitors*

92%

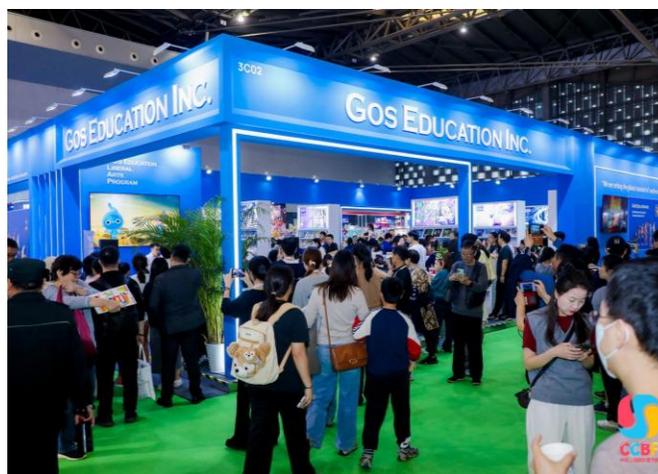
Exhibitors gave a rating
of good to excellent

94%

Exhibitors would recommend CCBF to
their business partner and friends

90%

Exhibitors plan to participate
again in 2026



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2025 Visitors Review

42,387

visitors

15,765

professional
visitors

Overall Evaluation by Visitors*

96%

Visitors gave a rating of good to excellent

98%

Visitors would recommend CCBF to their business partner and friends

96%

Visitors plan to participate again in 2026



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2025 Promotion Review

491

Total media outlets

20

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

88

Mainstream media

833

Media reports

278

Online media

105

Social media

16.83 milion daily media impression

* Statistics up to 5 December 2025



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2025 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
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。



Fair Organisation



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Fair Organisation

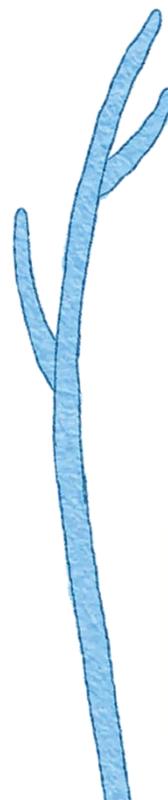


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13-15 November 2026
See you there!

