

**BOLOGNA CHILDREN'S BOOK FAIR IN CHINA:  
CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR 2018**

**For the first time the Chinese fair will be co-organized by BolognaFiere:  
the outstanding contents of the Bologna Book Fair travel to Asia**

**The fair takes place November 9-11  
at the Shanghai World Expo Exhibition and Convention Center**

Bologna Children's Book Fair (BCBF) expands further, reconfirming its international nature and bringing its expertise to Asia, as the sixth edition of the **China Shanghai International Children's Book Fair (CCBF)** opens its doors.

BolognaFiere is one of the leading European exhibition organizers as well as the founder of the Bologna Children's Book Fair, the world's leading event for the professional community of children's publishing. **From November 9 to 11, BolognaFiere brings its outstanding features to Asia as the new co-organizer of the China Shanghai International Children's Book Fair** - the only fair in the Asia-Pacific region entirely dedicated to books and contents for children and young adults, staged **at the Shanghai World Expo Exhibition Center and Convention Center**. After the successful first edition of the New York Rights Fair - the first professional event in the United States entirely dedicated to copyright trading and content distribution for adults and children, co-organized with prestigious American partners - now for the second time in 2018 BolognaFiere/Bologna Children's Book Fair reconfirms its leading role in the industry .

Thanks to its 55 years of international experience and global network BCBF has managed to bring to this first co-organized edition of the fair **exhibitors from countries that had never before attended the China Shanghai International Children's Book Fair**. The selection of opportunities, platforms and possible partnerships is therefore greater than ever.

Along with its outstanding expertise, the Bologna Children's Book Fair will also bring the **world's greatest experts in illustration and children's publishing overseas**; they will take part to a number of **conferences and seminars** investigating publishing, the digital frontier, innovative thinking, the book culture and the pleasure of reading. It is a unique format that the Bologna fair has built for itself year after year, thus becoming what it is today: **a global hub of contents for children**, obviously revolving around books but nevertheless related to all media and all most innovative platforms, from the digital world to the licensing market and audio books - just to name a few. This extraordinary format now travels to China.

World's leading content-creators will be presented at the **Authors' Festival**, while winners and finalists of prestigious prizes and awards such as the BOP - Bologna Prize for the Best Children's Publishers of the Year or the Premio Strega Ragazze e Ragazzi will be hosted at the **BOP - Bologna Prize Lounge and Premio Strega Lounge**.

And after the amazing success at the Bologna fair, at the heart of CCBF lies the **Illustrators Survival Corner**, a program specifically created to promote networking between publishers, art directors, artists, and emerging illustrators from all around the world.

*"Being among the organizers of CCBF offers BolognaFiere the great opportunity to create a truly global platform for copyright trading. For us, the two Bologna and Shanghai fairs complete each other. Establishing the China Shanghai International Children's Book Fair as the main reference in the industry of children's contents for the Asia-Pacific region is our main goal as co-organizers", says Marco Momoli, Commercial Director of BolognaFiere.*

The new collaboration with Bologna Children's Book Fair marks the beginning of a new, exciting chapter for CCBF.



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BOOK  
FAIR**

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