

**IN THE FRAMEWORK OF ALDUS - EUROPEAN BOOK FAIRS NETWORK  
BOLOGNAFIERE GOES DIGITAL AND INTRODUCES**

**BOLOGNA CHILDREN'S BOOK FAIR GLOBAL RIGHTS EXCHANGE**

**Milan, April 1st, 2020** – BolognaFiere S.p.A., the leading European exhibition organizer, announces the launch of the **Bologna Children's Book Fair Global Rights Exchange**, an online hub created in the framework of **Aldus – European Book Fairs Network**, a project co-funded by the European Union under the Creative Europe programme promoting the internationalization of the book sector and the innovation of book fairs format, and powered by the international rights platform **PubMatch**, based in the U.S. and dedicated exclusively to the international rights, distribution and licensing of content. This brand new tool for the international copyright business will go live online **beginning on May 4th**, and will remain open through the end of the year.

The renowned children's books trade and licensing show, originally scheduled for March in Bologna, Italy, was indeed rescheduled and then canceled due to the Covid-19 outbreak. Now, organizers are pleased to bring the business, the atmosphere, the content and the magic of the Bologna Children's Book Fair to a new online environment, with events to continue through 2020.

All **1,500 exhibitors from 80 countries registered** for the 2020 Bologna Children's Book Fair, both publishers and literary agents, are invited to participate in the BCBF Global Rights Exchange free of charge. They each receive a unique log-in and dashboard, which will allow them to upload title information and PDFs of 25% of any book.

Meetings will take place using the popular **Zoom video conferencing service**. With its easy-to-use "share screen" feature, rights buyers and sellers will be able to view PDFs of available titles. Participants agree to terms of service focused on protecting individual privacy rights (in full GDPR compliance) as well as international copyrights.

The PubMatch system of unique identifiers permits users to take advantage of the full range of services offered by PubMatch, including the ability to make and receive offers to be stored in users' personal profiles, schedule meetings with other registered participants, and more.

Running parallel to the BCBF Global Rights Exchange, Bologna Children's Book Fair is respecting its longstanding traditions of honoring illustrators, authors and other notables in the world of children's book publishing, with a special eye on digital contents: among the Fair's traditional awards for books, apps and publishers which will be announced on the BCBF virtual stage, indeed, a special attention is dedicated to the webinar "**BCBF BolognaRagazzi Digital Award: notes from the jurors**", organized in the framework of the above mentioned **ALDUS Project** and starring the BolognaRagazzi Digital Award 2020 jury, composed by: **Warren Buckleitner** (Children's Technology Review, USA), **Roberta Franceschetti** (Mamamò, Italy), **Lucy Gill** (Digills Consulting, UK), **Neal Hoskins** (Wingedchariot, Italy) and **Lucas Ramada Pioto** (Gretel, Spain).



The **full program** of BCBF and BLTF - Bologna Licensing Trade Fair virtual events will be announced on **April 23rd, 2020**, the **World Book and Copyright Day**, with a special digital children's book exhibition dedicated to the pleasure of reading.

As the 57th edition of the Bologna Children's Book Fair is being moved online, BolognaFiere has announced that the international children's publishing community will be meeting again in Bologna from **April 12 - 15, 2021**.

Interested participants may get more information and sign on to the BCBF Global Rights Exchange at <http://www.bolognachildrenbookfair.com/> or by emailing [exchange@pubmatch.com](mailto:exchange@pubmatch.com).

#### **About BolognaFiere S.p.A.**

BolognaFiere S.p.A. is a leading European exhibition organizer with over 85 events. As a world leader in trade shows across a number of different sectors—including art, children's publishing, cosmetics, agribusiness, construction and design—BolognaFiere has developed a cutting-edge portfolio of international exhibitions in key Russian, North American and Asian markets, including China with eight exhibitions already established.

#### **About Bologna Children's Book Fair**

The Bologna Children's Book Fair is the world's leading trade show dedicated to the children's publishing industry, attracting 1,500 exhibitors and around 30,000 professional visitors from around 80 countries. Created in 1964, BCBF brings every year to Bologna (Italy) a unique and diverse global audience, made of publishers, agents, developers, illustrators, authors, booksellers, librarians and all the other professionals involved not only in the book but also in the multimedia and licensing businesses for children's content.

#### **About PubMatch**

Established in 2008, PubMatch is the first online platform and toolkit that empowers rights professionals globally to manage, organize and scale rights sales by using its intuitive and easy-to-manage online software 24/7/365 days a year. It also allows easy access for content that is not or has not been made easily available globally before. PubMatch is a joint partnership with the Combined Book Exhibit and *Publishers Weekly*.

#### **About Aldus**

Aldus is a project co-funded by the European Union under the Creative Europe programme; it is coordinated by AIE (Italian Publishers Association) and involves two leading international book fairs (Frankfurt and Bologna), national fairs (Rome, Vilnius, Riga, Lisbon and Bucharest book fairs) and the European umbrella organisations of authors (EWC - European Writers council) and publishers (FEP - Federation of European Publishers). The network will be increasingly developed throughout the project to reach a pan-European level.



Co-funded by the  
Creative Europe Programme  
of the European Union

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C.F. - P.IVA e Reg. Imp. BO 00312600372 - REA BO367296

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