



58TH BOLOGNA CHILDREN'S BOOK FAIR 14 - 17 June 2021 - online

14TH BOLOGNA LICENSING TRADE FAIR

New Global Rights Exchange Licensing and new international licensing challenges, a digital programme dedicated to the industry, including a Papers section

The **Bologna Licensing Trade Fair** offers on and off-line opportunities to expand networking among companies, create business opportunities, and promote the entry of new players and potential partners onto the licensing market at one of the leading licensing fairs in Europe. These opportunities cement the Bologna Children's Book Fair's status as the place where licensing meets the publishing industry, attracting top industry players who come to the Fair to stay abreast of the latest developments and benefit from debates on the market's emerging needs.

This year's Fair offers a host of new developments. First and foremost, the **Global Rights Exchange Licensing**, a space wholly dedicated to the property and brands market and their development in terms of consumer products, publishing and audiovisual over the BCBF platform. True to the Bologna Children's Book Fair philosophy and profile, the focus is, above all, on IP for children, young people and teenagers. The Global Rights Exchange space is **active all year round**, serving as a virtual forum for networking, meetings, and updates on brand and property news, a proactive and operational virtual meeting place for industry players around the globe.

The Fair is offering industry professionals online meetings accessible free of charge. Events are scheduled on: the **25th anniversary of Pokémon**; sustainability and strategies on how to incorporate sustainability into the licensing industry, starting with children's education; how innovation and tradition come together in iconic characters such as **Sanrio-Hello Kitty**; a focus on selected female properties in the **ETS Licensing** portfolio: bold, independent, non-conformist characters like Nefertina and Pippi Longstocking; new figures from digital creators for teenagers and young adults; and, last but not least, the transition from book to cartoon in a case study of **Nina & Olga**, which this autumn makes its TV debut in a dedicated television series co-produced by Enanimation and Mondo TV Iberoamerica, in collaboration with Rai Ragazzi.

At a time so full of new challenges, to conclude, a new **Papers section** offers reports and in-depth studies on specific topics spanning retail, fashion, and developments in children's content.

The entire, updated programme is available online at:

<https://www.bolognachildrensbookfair.com/eventi/programma-eventi-bcbf/10951.html>.

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BolognaFiere spa
Viale della Fiera, 20 - 40127 Bologna, Italia
Tel. +39 051 282 111 - Fax +39 051 6374004
segreteria.generale@bolognafiere.it
[PEC bolognafiere@pec.bolognafiere.it](mailto:PEC.bolognafiere@pec.bolognafiere.it)
Capitale sociale € 106.780.000,00 i.v.
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Segreteria organizzativa/Show Office
Piazza Costituzione, 6 - 40128 Bologna, Italia
Tel. +39 051 282111
Fax +39 051 6374011
bookfair@bolognafiere.it
www.bolognachildrensbookfair.com