



**BOLOGNA
CHILDREN'S
BOOK
FAIR**



**Bologna
Licensing
Trade
Fair**



**BOLOGNA
BOOK
PLUS**

59th edition

Children's Content Rocks!
Join the Party

THE 59th BOLOGNA CHILDREN'S BOOK FAIR — 21-24 MARCH 2022

The Bologna Licensing Trade Fair/Kids: edition fifteen, BLTF is back as an in-person event

The only international event dedicated to brands and intellectual property for the preschool, kids, teens and young adults sectors returns from 21 to 24 March at BolognaFiere

The Bologna Licensing Trade Fair/Kids, the only international event specifically for brands in the kids, teen and young adult sector, is back in in-person form. The fair, organised by the Bologna Children's Book Fair, is taking place **from 21 to 24 March 2022** at the Bologna Exhibition Centre in conjunction with the prestigious international trade event the Bologna Children's Book Fair. The event, which combines the world of licensing with that of children's content, aims to allow all those operating in the kids' sector to create business and networking opportunities in the licensing market, to complete the purchase and sale of copyrights, as well as offering unique opportunities to keep abreast of the latest trends in the publishing, digital&media, comics and kids entertainment market in general, thanks also to the scheduling alongside the Bologna Children's Book Fair. Unlike previous editions, this year BLTF/Kids is an integral part of the Bologna Children's Book Fair, and is located at the centre of the fair, in **Hall 25** for the exhibition part, and in the **Gallery between Halls 25 and 26** for the Business Lounge, the Private Meeting Rooms and the Licensing Conference Room.

Following a successful digital edition, the Bologna Licensing Trade Fair/Kids returns as an in-person event for its **15th edition, with the significant return of exhibitors who have chosen Bologna as the first in-person event to attend since the pandemic.** The fair brings together different categories of accredited participants (licensors, licensees, publishers) and welcomes some of the best-known brands and intellectual property on the market, as well as recently established players, through a series of services and content that make the event a unique international trade fair. The returning brands are:

RAICOM, MONDO TV GROUP, MEDIASET, MUSGUMMI, KIDSME, BOING, ATLANTYCA, STARBRIGHT, HASBRO, MAURIZIO DISTEFANO LICENSING, NICOLETTA COSTA STORE, ETS STUDIOS, PEA&PROMOPLAST, DYNIT, DE AGOSTINI PUBLISHING, PARAMOUNT, SBABAM, CICABOOM, IGT - COOL THINGS, BONUS MARKETING, SANRIO, LEONI, TEENTV, WILDBRAIN, GRANI & PARTNERS, VICTORIA LICENSING & MARKETING (MATTEL), KIDDINX, SANTORO, TF1, NBC UNIVERSAL, NELLY JELLY WORLD, THE POKÉMON COMPANY INTERNATIONAL, DEA PLANETA ENTERTAINMENT, MEDIATOON LICENSING, and many more.

In addition to the exhibition areas for companies wishing to present their brands, Bologna Licensing Trade Fair/Kids boasts two spaces dedicated to the development of intellectual property in the kids' sector. The first is the **Licensing Retail Lounge**, a space reserved entirely for retailers, within which exhibitors can create unique opportunities for developing contacts and doing business with the retail world. The second is **the Licensing Fashion Zone**, a matchmaking space for the world of fashion and the brands present at the Fair, with news on the latest trends in licensed fashion. Another part of the Fair worth noting is the second edition of the **International Kids Licensing Day, (taking place in**

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person on 21 March 2022 after an initial digital-only event on 24 February last): the entire day will focus on the latest trends in Children's Content & Licensing, and involves speeches from the main international players in the sector.

This international event is also playing host to the latest edition of the **Bologna Licensing Awards**, the only award in the sector in Italy, and the only award specifically for children's and young people's international brands. This is the fifth edition of the prestigious award, and focuses on the development of intellectual property and brands during 2020 and 2021. The awards will go to licensors/agencies as well as licensees and retailers, to further consolidate the links across the length of the supply chain as the basis for great success. In addition to press visibility, the winners also benefit from a showcase created at the heart of the event.

Event media partners: Licensing Magazine, Distribuzione Moderna, La Cartoleria, Toy Store.

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