



**BOLOGNA
CHILDREN'S
BOOK
FAIR**



**Bologna
Licensing
Trade
Fair**



59th edition
Children's Content Rocks!
Join the Party

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

21432 VISITORS AT THE 2022 EDITION OF THE FAIR

Unexpected results at edition that saw a return to in-person form alongside BolognaBookPlus and Bologna Licensing Trade Fair/Kids

Today, March 24, saw the conclusion of the 59th edition of the **Bologna Children's Book Fair - BCBF**, together with the **Bologna Licensing Trade Fair/Kids** and the first in-person edition of **BolognaBookPlus – BBPlus**, created in collaboration with AIE (Association of Italian Publishers) and aimed at the general trade publishing market in order to expand the Fair's reach by addressing a wider professional audience in the global publishing industry. At an edition put together over two months, paying significant attention to the increasingly uncertain global situation, the presence of the large international professional network that comes together each year to unite around BCBF was once again decisive.

Four days finally back in person in the halls of the Bologna Exhibition Centre, which witnessed the arrival of **1,070 exhibitors from 90 countries**, including **Guest of Honour Sharjah**, and a programme of **18 exhibitions and more than 250 live events**. A fair packed with content and detailed focus sessions this year registered attendance that was a **25% lower than in 2019**, the most recent in-person edition. This was an unexpectedly positive result for the Bologna Children's Book Fair that, given the difficult international situation, views the attendance of **21,432 visitors - with over 40% of professionals coming from abroad** - with both gratitude and optimism. This success was achieved thanks also to the support of the **Ministry of Foreign Affairs and International Development (MAECI)** and **ITA - the Italian Trade Agency**.

The return to an in-person format was made even more warm-hearted by the solidarity of exhibitors and visitors, united in their support for our Ukrainian colleagues and all the Russian illustrators, authors and independent publishers that oppose the war.

There were significant results also for the BCBF digital platform: **more than 2 million views on the website**, double the number achieved at the last in-person edition in 2019, **200,000 unique users** (61% from abroad), **more than 51,000 users registered for the online services**, **+10% unique users connected** during the four days of the event, compared with 2021, double the number of unique users and visits compared with the last in-person edition in 2019. The Facebook community amounted to 65,300 and there were more than 73,000 followers on Instagram, 15,000 on Twitter and more than 7,000 on LinkedIn. More than 40 video productions, including integral recordings and direct streams, were created for online remote use. **2,500 unique users followed the direct streams**.

Open Up - The BCBF Skill Box involved more than **1,100 professionals** that took part in masterclasses, online conferences, training courses and special initiatives organized online in the last 3 months.

Over 300 journalists attended the 59th edition, from both national and international press, covering the Fair contents on newspapers, magazines, online and offline media, tv and radios.

Bologna, 24 March 2022

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