



THE 60TH BOLOGNA CHILDREN'S BOOK FAIR

Still rocking at 60!

THE SUPPORT OF ITA – THE ITALIAN TRADE AGENCY AND THE ITALIAN MINISTRY OF FOREIGN AFFAIRS AND INTERNATIONAL COOPERATION (MAECI)

All initiatives to promote business opportunities and support the interaction between national and global publishing

This year's edition of the Bologna Children's Book Fair continues to benefit from the support guaranteed by the **Ministry of Foreign Affairs and International Cooperation (MAECI)**, and by **ITA – the Italian Trade Agency** aimed at facilitating the presence at the fair of professional operators from international markets, promoting business opportunities between national and global publishing, and supporting research and promotion initiatives concerning new trends in publishing for children and young people.

Thanks to the collaboration with the offices of ITA – the Italian Trade Agency in various countries around the world and the funds allocated for the Bologna Children's Book Fair 2023, the Fair has organised a programme of specific services and hospitality for selected operators. This support, first and foremost, highlights the faith in the Bologna Children's Book Fair, its role in exports and the international promotion of books and *'made in Italy'* creativity. The Fair is a unique reference point in the world panorama of the publishing sector concerning content for children and young people.

Among the initiatives promoted at this sixtieth edition is the return of the **Spotlight on Africa**, the area specifically for the African publishing market with discussion panels leading an in-depth analysis of this booming sector as well as space for professionals and exhibitors, will facilitate a unique opportunity for mutual exchange with Italian publishers. Also aiming to promote a fruitful exchange of ideas, rights and visions is the **World Lounge**, the collective exhibition space that welcomes a large delegation of publishers from different countries, who have been identified following a meticulous scouting activity carried out with the collaboration of the ITA – the Italian Trade Agency offices.

Also new for the 2023 edition, the spaces of **BolognaBookPlus** – the initiative created in collaboration with the Italian Publishers' Association (AIE) and dedicated to generalist publishing – will host a **new collective stand** open to Italian exhibitors and created in collaboration with AIE: the **Italian Publishers' Pavilion**.

The more direct initiative dedicated specifically to the art of illustration also continues, with activities to support the Illustrators Survival Corner: thanks to ITA - the Italian Trade Agency, the **Italian Illustration Lounge**, a professional space for illustrators and aimed at encouraging meetings between Italian artists and foreign publishers, is reconfirmed for this edition.

The 2023 edition of the Bologna Children's Book Fair will include a **new special area to promote 'Made In Italy' publishing and illustration**, consisting of the International Bookshop with a substantial space dedicated to the latest in Italian publishing, including the seventy titles of the new edition of the IBBY Italia Honour List that was so successful on





the first BCBF Grand Tour, and the **Book Lovers' Bistrot**, a meeting space where the latest in Italian publishing can be presented to an international public, including a programme of meetings between national and foreign operators.

The initiative open to new content and the analysis of a rapidly growing sector is also returning: the **Comics Corner** is the exhibition area dedicated to publishers of comics and aims to bring together Italian and foreign publishers interested in the latest developments in the Italian comics market, with meetings and discussion sessions open to publishers and professionals from all over the world, plus the exhibition ***A dive into the sea of new Italian comics, 2019-22*** which will showcase the best in Italian comic production.

Also enjoying the support of ITA - the Italian Trade Agency and the Ministry of Foreign Affairs and International Cooperation (MAECI) are the exhibitions ***Portraits and Landscapes of BCBF***, both tribute to BCBF's anniversary and great visibility opportunity for illustrators, featuring matchmaking activities between Italian artists and international buyers. And ***Italian Excellence. Illustrations for Italo Calvino***, on display at the heart of the fair with the aim of offering maximum visibility to one of the greatest talents of Italian literature, and **thereby encouraging the production of new international editions** of the great writer's works.

Complementary to the promotion and dissemination of the best Italian literature is the activity supported by ITA- the Italian Trade Agency and MAECI through the **BCBF Translators Centre**, a privileged space where Italian translators, or aspiring translators, can introduce themselves to publishers, exchange ideas at an international level, initiate fruitful collaborations, and also keep up to date on the most important themes for this professional category (such as the opportunities offered by residencies and scholarships for translators, translation subsidies reserved for publishers, and the activities of associations in the category) with workshops, thematic seminars, and an important international conference. The Centre's activities are supported by the **World Directory of Children's Book Translators** promoted by BCBF and dedicated exclusively to translators working in the field of children's publishing. Furthermore, the annual translation competition **In Altre Parole** (In Other Words) helps bring talented young Italian translators to the attention of publishers.

Lastly, the **Incoming programme**: in order to boost the attendance of high-profile foreign operators and facilitate their direct contact with Italian exhibitors through the development of a bespoke agenda of meetings, BCBF, thanks to the support of the Upgrade Plan, has organised a substantial programme divided into two parts: the **Fellowship in January 2023** – involving 14 selected international operators, with the aim of presenting to them the latest in Italian publishing and illustration – and the invitational programme during BCBF, in March. During the days of BCBF, the **Incoming programme** will be implemented, involving about **130 foreign professional operators** invited from European and non-European countries to consolidate BCBF's credentials as a reference point for the most important buyers in the publishing sector and as an international market for Italian publishing exports.

BCBF will also implement a programme of **B2B meetings (matchmaking)** dedicated to Italian publishers interested in meeting the publishers involved in this project.

