

PRESS RELEASE

Bologna Children's Book Fair - AIE data: turnover of children's books in Italy grew by 2.1 percent in 2023

Toward Italy Guest of Honor 2024 Frankfurt Book Fair - Cipolletta (AIE): "One out of every three translation rights sold abroad concerns children's books."

Appointments toward Buchmesse and other professional meetings

In 2023, the **children's book market** in Italy **grew by 2.1 percent from the** previous year, with cover price sales of **291.6 million** (including 273.9 million in written and illustrated books and 17.8 million in comics for under-14s). This is 18 percent of what Italians spent in physical and online bookstores on book purchases last year, excluding scholastic and large retail sales. In terms of copies, that's **23.5 million books sold** (plus 1.5 percent over 2022, including 22.3 million copies of written and illustrated books and 1.2 million copies of comics under 14): **almost one in four books**, or 23 percent (*pills on the numbers of children's and young people's publishing are attached*). The numbers are released by the **Italian Publishers Association (AIE) in the day Bologna Children's Book Fair starts** and in which AIE will participate with an extensive calendar of meetings and initiatives.

"More than one out of every three translation rights sold abroad by Italian publishers in 2022 concerns children's books," recalled AIE President **Innocenzo Cipolletta**. "These numbers tell, on the one hand, the fundamental contribution to internationalization made by this sector and by the **Bologna Children's Book Fair** in particular, with which we have been proud to collaborate for years, and on the other hand they are one of the reasons why **Italy Guest of Honor 2024 Frankfurt Book Fair** will dedicate ample space to children's books, an Italian excellence. All this will be discussed in Bologna, thanks to the initiatives of **Destination Frankfurt**. But we will also deal with the promotion of reading, artificial intelligence, comics crafts."

Here appointments within the framework of **Destination Frankfurt**, the initiative under the coordination of **Extraordinary Commissioner of the Government Mauro Mazza** for **Italy Guest of Honor 2024 Frankfurt Book Fair**: today April eight, 11.30 a.m.-12.45 p.m., at BBPlus Theatre there will be a meeting for foreign operators **The Italian general book market 2023, including a focus on the children's market | Destination Frankfurt**, organized by AIE within the framework of Aldus Up, the network of European book fairs co-financed by the European Commission through Creative Europe. Tomorrow, April 9, 4:45-5:30 p.m., at the BolognaBookPlus Theatre, there will be a discussion among international publishers on **Narrazioni, personaggi e illustrazioni: l'editoria italiana per ragazzi all'estero | Destinazione Francoforte**, curated by AIE and Bologna Children's Book Fair. On the same day, a networking activity, also themed **Destination Frankfurt**, is scheduled in the morning at the collective stand of Italian publishing (**BolognaBookPlus Hall 29 Mall1**) at **BolognaBookPlus**. In addition, a **delegation of German journalists** will be in Bologna and will have the opportunity to interview and discuss with the protagonists of Italian children's and youth publishing.

Organized instead by Buchmesse, in cooperation with AIE, is the networking event between Italian and German publishers **An Espresso with Italian publishing houses**, April 10 at 11 a.m. at the collective German publishing booth (Hall 30, B24/C11).

These are the other events: today, **April 8**, from 10:30 to 11:15 a.m. at the BolognaBookPlus Theatre is the meeting **Do androids dream of great alternative descriptions for the images?**, organized by Fondazione LIA - Accessible Italian Books as part of Aldus Up and ABELab, projects funded by the European Union, and which will address the topic of alternative descriptions of images with respect to the possibilities offered by Artificial Intelligence.

Also today, April 8, 12:30-1:30 p.m. in Sala Bolero there's the meeting **With books you grow up: books and reading in kindergartens with the pilot project #ioleggoperchéLAB-NIDI**, curated by AIE and Fondazione Cariplo, in collaboration with Nati per leggere and Bologna Children's Book Fair.

April 10, 9:30 a.m.-10:30 p.m., at the Translators' Café discusses **The Comic Book Professions: from Lettering to Translation**, by the Comics & Graphic Novels Commission of AIE as part of Aldus Up. The meeting is part of a series organized to explore publishing professions related to the comics genre.

There are some news too for **BolognaBookPlus**, the Bologna Children's Book Fair initiative aimed at the generalist professional public in partnership with AIE. For the first time, **companies in the publishing supply chain** (printers, distributors, publishing services, etc.) also join the **Italian collective dedicated to the rights exchange**, over 100 square meters in size, for presentations of their services and B2B meetings with other players at the fair. The booth, which is also AIE's base in Bologna, is located at **BolognaBookPlus Hall 29 Mall1**.

Finally, also this year, there will be an award ceremony for the **BOP**, the international **Bologna Prize for the Best Children's Publishers of the year**, organized by the Bologna Children's Book Fair and AIE, in cooperation with IPA - International Publishers Association.

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#BCBF24

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