



Bologna: three global events
for the international rights
and licensing trading



**BOLOGNA
CHILDREN'S
BOOK
FAIR**



**BOLOGNA
BOOK
PLUS**

In partnership with



**Bologna
Licensing
Trade
Fair**

BOLOGNA CHILDREN'S BOOK FAIR TO HOST THE CONFERENCE OF INTERNATIONAL BOOK FAIR DIRECTORS

On 10, 11 and 12 June, Bologna Children's Book Fair will host a major international debate on the most topical issues for publishing fairs

BolognaFiere hosts this year the Conference of International Book Fair Directors: an opportunity for the city to position itself - once again and thanks to the key role played by BCBF in the world publishing scenario - at the centre of the international publishing community and market.

The Conference, a true **worldwide network**, was born in Italy with the aim of fostering the building of solid ties between the directors of book fairs around the world: the first edition was held in Bellagio, in 1994, also thanks to the support of the Rockefeller Foundation.

Since then, thirty years ago, this tradition has been consolidated: the group meets every year in Frankfurt on the occasion of the Buchmesse and, every two years, as a guest at one of the fair venues. In addition to these meetings, the pandemic has also given impetus to frequent online meetings.

On 10 June, a three-day multicultural dialogue kicks off, to record and discuss the major changes taking place in the publishing industry globally. In fact, the initiative serves as a think tank in which the directors of publishing-related events from all over the world come together to discuss ideas, methods and strategies to provide the global publishing market with new and unprecedented business opportunities.

Among the topics discussed: changes in the global publishing scenario (legislative aspects, the rise of YA literature, the decline of independent bookshops, rising costs, etc.); new competitors and the balance between creating new and valuable offerings and maintaining a solid identity; the choice of the guest of honour country; the urge to create cultural bridges, in order to foster a confrontation regarding the world political situation; challenges and opportunities of technological innovations, new media and forms of communication; new audiences; possible integrations between B2B and B2C and much more.

Participating in the 2024 edition together with **Bologna Children's Book Fair** are: **Frankfurter Buchmesse, Guadalajara International Book Fair, China Shanghai International Children's Book Fair, New Delhi World Book Fair, Istanbul Book Fair, Book World Prague, Taipei International Book Exhibition, Leipziger Buchmesse, Warsaw International Book Fair.**

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