



**BOLOGNA
CHILDREN'S
BOOK
FAIR**



**31 MARCH
3 APRIL
2025
BOLOGNA
ITALY**

With the support of



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THE 18TH BOLOGNA LICENSING TRADE FAIR/KIDS

From 31 March to April 2025 the Bologna Children's Book Fair will host a unique space for networking, innovation and commercial development, dedicated entirely to the world of publishing for children, teens and young adults



**Bologna
Licensing
Trade
Fair**

The **Bologna Licensing Trade Fair/Kids (BLTF/Kids)** is an integral part of the Bologna Children's Book Fair. This international **event for licensing** that focuses on the trade in brands and intellectual property for children, teenagers and young adults, will return to the exhibition halls of BolognaFiere **from 31 March to 3 April 2025** for its **18th edition**. New exhibitors expected at this year's edition of BLTF/Kids (Hall. 29 - Mall 2) include major names such as **Paramount, ChefClub, and The Mouse Mansion**, alongside the return of **The Pokémon Company International, DeAPlaneta Entertainment, Universal Products & Experiences, Sanrio, Mattel, Boing, Rai Com, Maurizio Distefano Licensing, TF1 Licensing, Cool Things, Sbabam, Starbright, Grani & Partners, Dynit, Leoni**, and many others. Of particular note is the presence of the Asian market, now a centre of innovation and a pioneer in televisual content and more. Korea and Taiwan will be taking part with **Tomarmon** and **Taiwan Creative Content Agency (TAICCA)** respectively, to explore the prospects of engagement and expansion in the European market.

BLTF/Kids will feature a wealth of content: its exclusive **matchmaking service** has been further enhanced with a **new platform** that will allow immediate access to new connections with professionals from various sectors.

In addition to the **exhibition area**, the **events room** for brand presentations and the **Licensing Business Lounge**, designed to explore new business opportunities without having to commit to setting up a stand, BLTF/Kids will also feature new business spaces developed in collaboration with BCBF, which aim to bridge the gap between publishing and all the sectors relevant to the supply chain for books.

These include, the **TV/Film Rights Centre**, which in 2024 hosted over 350 matchmaking meetings, welcoming TV/film/video producers and facilitating networking with the publishing world to boost the development of book-to-screen projects; the **Games Business Centre**, created thanks to a collaboration with the Frankfurter Buchmesse, aims to serve as a reference point for professionals from the gaming sector who want to expand their network of contacts and collaborators in the worlds of publishing and licensing.

And then there's the **Arts Licensing Area**, a great new feature of BLTF/Kids, which aims to bring together the worlds of licensing and illustration in a brand new exhibition space, strategically located between the Licensing Hall and the publishing halls.

The 2025 edition will also see a welcome return, following the success of its inaugural edition in 2024 with over 200 "speed-dating" sessions, for the **Licensing Portfolio Reviews**, which will once again be bringing young illustration and design talents into contact with licensing professionals. More than 100 of the latter have signed up to date, which has made it necessary to increase the number of participating companies. These include prominent organisations such as **Clementoni, Movimenti, Minalima, Doodle Production** and many others, for a total of 28 companies involved. The focus will be on toys, stationery, gaming and animation.



BolognaFiere spa

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INTERNATIONAL KIDS LICENSING DAYS (IKLD)

In collaboration with **Licensing Magazine**, BLTF/Kids is also organising the 5th edition of the **International Kids Licensing Days (IKLD)**: three days of in-depth discussions on key industry topics, from licensing to publishing, from TV and film media to games. In particular, the panels will focus on the growing influence of gaming, with an emphasis on its synergy with licensing and publishing, and on the achievements of licensing giants – such as **Mattel** and **Moomin**, on the occasion of their anniversary – plus, in line with the intentions of the new Arts Licensing Area, debate on the interactions between publishing and illustration, beyond the book.

BOLOGNA LICENSING AWARDS

There is also eager anticipation for the 8th edition of the **Bologna Licensing Awards**, the only industry award in Italy that acknowledges the work of companies, licensors, licensees and retailers at an international level in the development of intellectual property and brands over the last year. The award has received 250 entries – an increase of over 40% compared to 2024 – from all over the world. Here are the finalists for the 2025 edition:

BEST PRE-SCHOOL LICENSING PROJECT

- Papp International with Paramount for the book **100 First Words with Paw Patrol**
- Story Toys with Sesame Workshop for the children's videogame **Sesame Street Mecha Builders**
- Maurizio Distefano Licensing with Acamar with the project **Bing per Faba**, developed by Faba Srl

BEST KIDS LICENSING PROJECT

- Mattel with the project **Actimel Barbie** developed by Danone;
- WildBrain CPLG with Peanuts Worldwide for the project **United Colors of Benetton x Peanuts** developed by United Colors of Benetton
- Starbright Licensing with Scopely Inc. for the project **Stumble Guys MonsterFlex** produced by **Diramix**
- The Pokémon Company International with the project **Pokémon OVS** produced by OVS
- Starbright Licensing with Toei Animation for **Dragon Ball Super Kinder Ferrero Easter Eggs** by Ferrero

BEST TEEN LICENSING PROJECT

- The Pokémon Company International with the project **Pokémon OVS** produced by OVS
- Sanrio with the brand My Melody for the project **My Melody x Lazy Oaf** produced by Lazy Oaf
- Cicaboom with Mediatoon Licensing for **Naruto Boomez Board Game**

BEST YOUNG ADULT LICENSING PROJECT

- Sanrio with the brand Hello Kitty for the project **Chinti & Parker x Hello Kitty** produced by Chinti & Parker
- WildBrain CPLG with Hasbro for the project **Octopus x Dungeons and Dragons** produced by Youth Srl
- Bonus Marketing with Warner Bros. for the project **Friends Box for Mc Donald's**
- Rai Com with Lavazza for the project **Lavazza & Mare Fuori**

BEST RETAIL PROJECT

- Sanrio with the brand Hello Kitty for the project **Hello Kitty x CHADSTONE** produced by Chadstone



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- Sanrio with the brand Hello Kitty for the project **Primark x Hello Kitty** produced by Hello Kitty
- WildBrain CPLG with Hasbro for the project **Intimissimi Uomo x Monopoly** by Calzedonia SpA

BEST KIDS FASHION PROJECT

- Sanrio with the brand Mr. Man, Little Miss for the project **Monsieur Madame x Petit Bateau** produced by Petit Bateau
- Rights & Brands with the brand Moomin for the project **PO.P's Moomin Collection**, in partnership with Polarn O. Pyret
- Peyo Company with the brand Smurfs for the project **Smurfs x Emporio Armani**, by Emporio Armani

BEST TEENS/YOUNG ADULTS FASHION PROJECT

- Sanrio with the brand Hello Kitty for the project **péro ♥ Hello Kitty capsule collection** produced by péro
- Sanrio with the brand My Melody for the project **My Melody x Lazy Oaf** realizzato da Lazy Oaf
- WildBrain CPLG with Dr. Seuss Entertainment for the project **Tezenis & Intimissimi Uomo x The Grinch**, by Calzedonia SpA
- WildBrain CPLG with Hasbro for the project **Octopus x Dungeons and Dragons** produced by Youth Srl
- IMG with Goodyear for the project **The Goodyear Tire & Rubber Company** by Rubber Company

BEST LICENSED PUBLISHING PROJECT

- Maurizio Distefano Licensing with the BBC for the licensed publishing project **Bluey** produced by Fabbri Editori, part of the Mondadori group
- Papp International with Sogex & Pomase for the book **Discover Space with The Little Prince**
- Pon Pon Edizioni with Starbright Licensing for the licensed publishing project **Stumble Guys**
- Sweet Cherry Publishing with NSPCC for the book **Techosaurus Saves the School**

BEST LICENSED TOY PROJECT

- Starbright Licensing with Scopely Inc. for the project **Stumble Guys MonsterFlex** produced by Diramix
- Lisciani Giochi with Disney for the project **Inside Out 2 – Il Gioco delle Emozioni**
- Sanrio with the brand Hello Kitty for the project **Hello Kitty x Giochi Preziosi**, developed by Giochi Preziosi

BEST LICENSED VIDEOGAME PROJECT

- Rights & Brands with the brand Moomin for the project **Snufkin: Melody of Moominvalley** produced by Hyper Games AS
- Story Toys with Mattel for the children's videogame **Barbie Colour Creations**
- Miraculous Corp for the project **Miraculous RP: Quests of Ladybug and Cat Noir** produced by Toya

BEST PROMOTION/LOYALTY CAMPAIGN

- Dea Planeta Entertainment with Miraculous Corp for the project **Miraculous x La Piedadineria** produced in collaboration with Dynit and La Piedadineria
- WildBrain CPLG with Hasbro for the project **Nostramo x Monopoly** produced by Nauterra



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ICE - Agenzia per la promozione all'estero e
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- Maurizio Distefano Licensing with Acamar for the project **Bing x Costa Crociere**, produced by Costa Crociere

BEST LICENSED KIOSK PRODUCT

- Starbright Licensing with Scopely Inc. for the project **Stumble Guys MonsterFlex First** produced by **Diramix**
- De Agostini Publishing for the project **iGo Go Power Rangers!**
- WildBrain CPLG with Sega for the project **Cocoricò x Sonic Modern**, produced by Cocoricò
- Sbabam with Sanrio for the project **Hello Kitty Key Chains**.

BEST LICENSED SUSTAINABLE PROJECT

- Maurizio Distefano Licensing with the BBC for the project **Bluey Eco Puzzle** produced by LiscianiGiochi
- Peyo Company with the brand Smurfs for the project **Smurfs x Emporio Armani**, by Emporio Armani
- Maurizio Distefano Licensing with Acamar for the project **Bing per Faba**, developed by Faba Srl

BEST PROPERTY OF THE YEAR

- Sanrio with **Hello Kitty**
- SEGA with **Sonic The Hedgehog**
- BBC with **Bluey**
- Devolver Digital with **Fall Guys**

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