



THE 19TH BOLOGNA LICENSING TRADE FAIR/KIDS

From 13 to 16 April, within the Bologna Children's Book Fair is a unique space for networking, innovation and commercial development, specifically for the world of licensing for children, teenagers and young adults and with an emphasis on TV, film, gaming and toys



An integral part of the Bologna Children's Book Fair, the **Bologna Licensing Trade Fair/Kids (BLTF/Kids)** is Europe's leading licensing event specifically aimed at brands for children, teenagers and young adults. Over the years, it has evolved into an event capable of exploring and showcasing the main trends in the sector of brands and content for children and young people. At the 2026 edition a particular theme that stands out for its relevance and importance is that of **transmediality**.

BLTF/Kids hosts **over 70 Italian and foreign companies – for a total of over 800 brands** – operating in the licensing, TV and film, gaming and toy sectors, each in a dedicated space but all connected in a constant dialogue. In order to succeed in an increasingly challenging market, interaction between these worlds is essential. The **19th edition** is scheduled to take place in the halls of the Bologna Exhibition Centre **from 13 to 16 April 2026**.

The numerous exhibitors due to take part include: **Paramount, The Mouse Mansion, RaiTrade, Peyo Company, Minalima, The Pokémon Company International, DeAPlaneta Entertainment, Mattel, Boing, Rai Com, Maurizio Distefano Licensing, Cool Things, Starbright, Dynit, Leoni.**

The BLTF/Kids area will also host two of the fair's key initiatives: the **TV/Film Rights Centre**, for TV and film producers, is designed to facilitate networking with the publishing world to promote book-to-screen proposals, and the **Games Business Centre**, in collaboration with the **Frankfurt Book Fair**, is a reference point for gaming professionals who want to expand their network of professional contacts in the sectors of publishing and licensing.

New for 2026 is a collaboration with Play, another BolognaFiere trade fair and Italy's leading hub for board game manufacturers and enthusiasts. Starting with this edition, the BLTF/Kids pavilion will host the first edition of **Play Trade, the B2B evolution of Play**, which will welcome a selection of companies in the sector to the Licensing Business Lounge with the aim of connecting them with the world of BCBF. Illustrators and publishers will be able to present new content and ideas to Play attendees. Companies that have confirmed their participation in this first edition of the event include: **Pendragon, Moncalamaro, Need Games, Devir Game, Giochi Uniti** and **MS Edizioni**.

In addition to the initiative with play, the Toy sector is also in the spotlight in Bologna with a brand new **Toy Zone**, specifically for toy manufacturers that want to participate in the Bologna Children's Book Fair as exhibitors and engage with retailers, distributors and publishers at the event. Among the first to sign up are: **Winning Games, Borella, Proludis, Funlab** and **GLO**.





Initiatives at BLTF/Kids also include a dedicated **matchmaking** service, which this year has been enhanced with an **online platform** offering immediate and organised access to new connections with professionals from various sectors relating to the Bologna Children's Book Fair, Bologna Licensing Trade Fair/Kids and BolognaBookPlus.

In addition to the **exhibition area** and the **Licensing Business Lounge**, for the second year BLTF/Kids will feature the **Arts Licensing Area**, created to bring together the worlds of licensing and illustration in a completely new exhibition space, strategically located between the Licensing Hall and the halls devoted to publishing: a genuine bridge between visitors and exhibitors at BCBF and those at BLTF/Kids.

The **Licensing Portfolio Reviews** are back for their fourth consecutive year, facilitating meetings between companies and international artists, with over 170 international artists and more than 30 participating companies from the gaming, TV and film, toy, stationery, clothing and food sectors.

INTERNATIONAL KIDS LICENSING & MEDIA DAYS (IKLMD)

In collaboration with **Licensing Magazine**, BLTF/Kids is also organising the **sixth** edition of the **International Kids Licensing & Media Days (IKLMD)**: three days of in-depth analysis of key industry topics, from licensing to publishing, from TV and film to toys, involving more than 60 speakers consisting of international experts.

The line-up of conferences dedicated to role-playing games is organised in collaboration with **Play**, while the programme relating to video games is organised together with **Spielfabrique**.

Finally, as part of the TV/Film Rights Centre area, a new collaboration with **CNA Emilia Romagna** and the **Emilia Romagna Film Commission** will hold Book to Screen themed panel discussions to present TV and film projects to publishers attending the fair.

BOLOGNA LICENSING AWARDS

Finally, anticipation is also building for the **8th edition** of the **Bologna Licensing Awards**, the only international award in the sector to recognise outstanding projects for pre-schoolers, kids, teens and young adults. For this edition, the awards will focus on licensed products and services launched in 2025. **A total of over 250 entries** have been submitted from all over the world, **an increase of over 40% compared to 2025**. The winners will be announced on the first day of the fair.

