



THE 63RD BOLOGNA CHILDREN'S BOOK FAIR

Support from ITA – Italian Trade Agency and the Italian Ministry of Foreign Affairs and International Cooperation (MAECI): initiatives and investments in BCBF to promote Italian publishing around the world

The **Bologna Children's Book Fair (BCBF)** is the world's leading trade fair for children's publishing professionals. To confirm this leading position and facilitate the participation of operators from the main international markets, as well as speakers and journalists from all over the world, the 2026 edition once again has enjoyed the support of **ITA – Italian Trade Agency** and the **Italian Ministry of Foreign Affairs and International Cooperation (MAECI)**, with the aim of encouraging business opportunities between Italian and global publishers.

BCBF promotes a comprehensive Incoming programme supported by ITA – the Italian Trade Agency and the Italian Ministry of Foreign Affairs and International Cooperation – MAECI. Thanks to their contribution, over 130 foreign professionals, carefully selected at an international level, have been encouraged to take part in the fair to hold professional meetings with exhibitors, and in particular with Italian publishers, through a matchmaking programme coordinated by the **Italian Publishers Association (AIE)**. This initiative also helps to strengthen the image of the Bologna Children's Book Fair as a reference point for the main buyers in the sector and as an international marketplace for Italian publishing exports.

The international publishers invited to the Fair, identified through meticulous scouting carried out in collaboration with the offices of ITA - the Italian Trade Agency, are welcomed in three dedicated areas: the **World Lounge**, a collective space that hosts a large delegation of publishers from different countries and regions of the world; the **Comics Corner**, an exhibition area reserved for comics and boasting an extensive calendar of meetings and discussions open to professionals from all over the world; **BolognaBookPlus**, an area created in collaboration with AIE dedicated to international general publishing; and for Italian illustrators, a special section at **The Illustrators Survival Corner** specifically for portfolio reviews.

However, the support of ITA and MAECI extends beyond the four days of the event: for five editions, it has been a key element in the organisation of the **Bologna Grand Tour**, the international tour that BCBF embarks on between one edition and the next, presenting the Bologna event at important publishing fairs around the world through meetings and initiatives for book professionals. This tour represents a strategic opportunity for dialogue with operators from different countries and a valuable opportunity to scout for new, quality publishing houses and content ahead of the next edition.

