



With the support of



Ministero degli Affari Esteri
e della Cooperazione Internazionale



BOLOGNA CHILDREN'S BOOK FAIR AMONG THE PARTNERS OF THE WORLD'S LEADING PUBLISHING EVENT ORGANIZED BY THE INTERNATIONAL PUBLISHERS ASSOCIATION

BCBF will be in Malaysia from 5 to 9 July, featuring a panel dedicated to children's and young adult literature and an exhibition devoted to Pinocchio

From 5 to 9 July, Bologna Children's Book Fair (BCBF) will be among the key participants in the **35th International Publishers Congress (IPC)**, taking place in **Kuala Lumpur**, Malaysia, as an official partner of the event organized by the **International Publishers Association (IPA)**, the world's leading federation of publishers' associations.

BCBF participation marks another milestone in the Fair's international journey, confirming its leading role in **promoting dialogue and cooperation** among publishers worldwide. It also builds on the path begun in 2024, when BCBF became the only publishing fair in the world to join IPA as a **Patron Member**, further strengthening its commitment alongside the international publishing community.

Following the June stops of the Grand Tour in New York, Beijing and Annecy, BCBF's journey now continues in Asia. The 2026 edition of the International Publishers Congress will bring together delegates from **43 countries** across all continents to discuss the major challenges currently facing the publishing industry, from artificial intelligence and sustainability to copyright protection and freedom to publish.

On Monday, 6 July, **Elena Pasoli**, Director of Bologna Children's Book Fair, will take part in the panel **"Bridging Worlds: Cross-cultural Storytelling and Reading for the Next Generation"** in conversation with **Ahmad Redza**, President of IBBY Malaysia. Moderated by **Simon de Jocas**, President and Founder of Éditions Les 400 Coups (Canada), the session will focus on the evolution of children's and young adult literature and reflect on the value of reading as a tool for personal growth and intercultural dialogue.

On the occasion of the Congress, BCBF will also bring the exhibition **Italian Excellence. Pinocchio's New Clothes** to Kuala Lumpur. The exhibition will be hosted at the Raja Tun Uda Library in Shah Alam, one of the country's most innovative public libraries, welcoming more than one million visitors each year.

Created to mark the bicentenary of Carlo Collodi, this edition of *Italian Excellence* celebrates Pinocchio through 25 works by internationally renowned illustration masters and 24 illustrations selected as winners of an international BCBF competition from more than 600 submissions. Curated by Accademia Drosselmeier, the exhibition is presented under the patronage of the National Carlo Collodi Foundation and the National Committee for the Bicentenary Celebrations.

3 July 2026

www.bolognachildrensbookfair.com

Press Office Bologna Children's Book Fair

Lisa Oldani +39 349 4788358 – annalisaoldani@gmail.com

Claudia Tanzi +39 340 1098885 – ct.claudiatanzi@gmail.com

Press Office BolognaFiere SpA/Bologna Children's Book Fair

Gregory Picco, tel. +39 051 282862 – cell. +39 3346012743 – gregory.picco@bolognafiere.it



BolognaFiere spa

Viale della Fiera, 20 - 40127 Bologna, Italia

Tel. +39 051 282 111 - Fax +39 051 6374004

segreteria.generale@bolognafiere.it

PEC.bolognafiere@pec.bolognafiere.it

Capitale sociale € 194.811.457 i.v.

C.F. - P.IVA e Reg. Imp. BO 00312600372 - REA BO367296

Segreteria organizzativa/Show Office

Tel. +39 051 282111

Fax +39 051 6374011

bookfair@bolognafiere.it

www.bolognachildrensbookfair.com