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## BOLOGNA CHILDREN'S BOOK FAIR: THE 2025/26 GRAND TOUR IS ABOUT TO DEPART, WITH BOLOGNABOOKPLUS AND BOLOGNA LICENSING TRADE FAIR/KIDS

**From 15 to 18 September the Fair will be partnering with the Cartoon Forum in Toulouse and leading a delegation of 7 Italian publishers**

As the summer draws to a close, Bologna Children's Book Fair (BCBF) is preparing to launch its **2025/26 Grand Tour**, the fifth edition of the tour of major book fairs around the world. This initiative began in 2021 **thanks to the support and collaboration of ITA-Italian Trade Agency and the Italian Ministry of Foreign Affairs and International Cooperation**.

Not only does the tour offer opportunities to expand and **consolidate the fair's network of international contacts** through meetings with stakeholders, strategic partners and key industry operators, but it also serves to **enhance its outlook** by encountering new stimuli to transform into **new proposals and activities** for the public of the fair. BCBF is committed to continuing along the path it has plotted in recent years, characterised by investments aimed at innovation and openness to new creative fields, with the aim of consolidating its presence in the **book-to-screen sector**.

From television and film to gaming, the fair is expanding its areas of development, offering publishing professionals new growth opportunities as well as the chance to establish new connections with the entertainment industry. This commitment is a clear response to market dynamics and offers exhibitors tools and opportunities to transform characters and editorial content into global experiences.

The fair is now looking forward to its 63<sup>rd</sup> edition, scheduled to take place at the **Bologna Exhibition Centre from 13 to 16 April 2026** alongside **BolognaBookPlus (BBPlus)**, the event for generalist publishing and organised in collaboration with the Italian Publishers Association (AIE), and **Bologna Licensing Trade Fair/Kids (BLTF/Kids)**, focused on licensing and brands for children and young people.

### The Cartoon Forum in Toulouse

Following the preview of the Grand Tour at GamesCom in Cologne, the Tour will officially kick off at Europe's leading event focused on the development of animation projects for TV series, the **Cartoon Forum in Toulouse, taking place from 15 to 18 September**.

The event will be an opportunity to promote the activities launched by BCBF in the television and film sector, starting with the **TV/Film Rights Centre**, the area dedicated to bringing together publishing professionals and animation producers. In France, BCBF will also be leading a delegation of Italian publishers (Pulce Edizioni, Edizioni San Paolo, Book on a Tree, HAB Agency, Fabbri and Rizzoli Ragazzi-Gruppo Mondadori, Feltrinelli Comics and Coconino Press) who will have the chance to meet with over 1,000 television and film producers, investors, broadcasters and other potential partners in the television and film sector from 40 European countries.

2025 will also see an important new development: thanks to the experience gained through its TV/Film Rights Centre, this year **BCBF will feature in Toulouse as an official partner of the Cartoon Forum** in the organisation of matchmaking activities between publishers and producers, broadcasters, distributors and investors, scheduled for the afternoon of Thursday 18 September.

### The stages of the 2025/26 Grand Tour

After the preview at GamesCom in Cologne and the first stage in Toulouse, the Bologna Grand Tour is then headed for the **Frankfurter Buchmesse (from 15 to 19 October)**, where, as it does every year, BCBF will be presenting a selection of the best international illustration.



**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. - PIVA e Reg. Imp. BO 00312600372 - REA BO367296

**Segreteria organizzativa/Show Office**  
Tel. +39 051 282111  
Fax +39 051 6374011  
bookfair@bolognafiere.it  
www.bolognachildrensbokfair.com



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The next stop is the **China Shanghai International Children's Book Fair (from 14 to 16 November)**, co-organised by BolognaFiere, an annual opportunity to engage with one of the world's most flourishing publishing markets, before continuing on to the **Feria Internacional del Libro de Guadalajara (from 29 November to 7 December)**, a touchstone for the entire Latin American and Spanish-speaking publishing world. The tour will then move on to **Die Spielwarenmesse (from 27 to 31 January 2026)**, the world's leading international toy fair, held every year in Nuremberg. For the first time, the Bologna Children's Book Fair will be featuring in Spielwarenmesse with a stand and a small delegation of Italian publishing professionals, as well as an in-depth panel discussion that will explore the possible synergies between visual storytelling for children and the world of toys. The penultimate stop is at the **Festival International de la Bande Dessinée d'Angoulême (29 January to 1 February 2026)**, one of the world's most prestigious comic book events and a valuable opportunity to promote the **Comics Corner**, the BCBF business area created in 2022 to respond to the constant growth of the comics sector. The tour concludes in **February in New York**, where BCBF will present an exhibition of children's books exploring the themes of the **United Nations 17 Sustainable Development Goals**. This reflection on sustainability will feature a selection of excellent titles from around the world, and will include a special focus on recent Italian production, in connection with the **Sustainable Development Goals Book Club**, of which BCBF is a partner.

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**Press Office Bologna Children's Book Fair**

Lisa Oldani +39 349 4788358 – [annalisaoldani@gmail.com](mailto:annalisaoldani@gmail.com)  
Claudia Tanzi +39 340 1098885 – [ct.claudiatanzi@gmail.com](mailto:ct.claudiatanzi@gmail.com)

**Press Office Bologna Children's Book Fair/BolognaFiere SpA**

Gregory Picco, tel. +39 051 282862 – cell. +39 3346012743 – [gregory.picco@bolognafiere.it](mailto:gregory.picco@bolognafiere.it)

**Bologna Children's Book Fair (BCBF)**

Bologna Children's Book Fair is the world's leading trade event specifically for children's publishing and content. With 1,500 exhibitors and over 31,000 visiting professionals from more than 100 countries, the coming edition will be its 63<sup>rd</sup>. Every year, BCBF attracts an international public of publishers, agents, developers, illustrators, authors, booksellers, librarians and other professionals involved not only in the book sector, but also in multimedia and content licensing for children and young people.

**BolognaBookPlus (BBPlus)**

BolognaBookPlus is the initiative for professionals in the field of generalist publishing, launched in 2021 by BCBF/BolognaFiere in collaboration with the Italian Publishers Association (AIE). The aim of the initiative is to broaden the horizons of the Bologna Children's Book Fair, reaching a wider public in the publishing sector thanks to exhibition spaces, training activities, conferences and awards for book design.

**Bologna Licensing Trade Fair/Kids (BLTF/Kids)**

Bologna Licensing Trade Fair/Kids is the leading Italian and European event focused on brand licensing for children, teenagers and young adults. The event aims to foster relationships between the publishing world and the consumer goods industry. BLTF/Kids is also expanding its scope to include the integration of different media, hosting two key BCBF initiatives: the TV/Film Rights Centre and the new Games Business Centre. The event, which held its 18<sup>th</sup> edition in 2025, is an integral part of the Bologna Children's Book Fair (BCBF).

**BolognaFiere**

BolognaFiere S.p.A. is one of the leading international trade fair organisers, with a portfolio of over 100 events held each year, either directly or in partnership, at the Bologna Exhibition Centre and in 10 countries across Europe, Asia and America. The events cover a wide range of sectors, from art to publishing, cosmetics to agri-food, and design.



**BolognaFiere spa**

Viale della Fiera, 20 - 40127 Bologna, Italia  
Tel. +39 051 282 111 - Fax +39 051 6374004  
[segreteria.generale@bolognafiere.it](mailto:segreteria.generale@bolognafiere.it)  
[PEC.bolognafiere@pec.bolognafiere.it](mailto:PEC.bolognafiere@pec.bolognafiere.it)  
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