

Press Release (English Edition)

March 2023

The 2023 China Shanghai International Children's Book Fair is currently in full swing, and we invite you to join us in celebrating CCBF's 10th anniversary!

China Shanghai International Children's Book Fair (CCBF) is set to take place from 17 to 19 November 2023 at the Shanghai World Expo Exhibition and Convention Centre. After a decade of dedicated development, CCBF has become the leading fair in Asia Pacific dedicated to books and specific content for children aged from 0 to 16. Meanwhile, it offers an exceptional platform for the exchange of children's book copyrights, marketing and distribution, as well as crossover possibilities for a wide range of industries.

We are thrilled to announce that our upcoming event will be joined by over 450 publishers and exhibitors specializing in children's content from more than 20 countries and territories. This is an unparalleled opportunity to experience the "Oriental Bologna Children's Book Journey" that you simply cannot afford to miss!

As China has resumed all types of visa applications and major international airlines, the organising committee warmly welcomes the return of global publishers and professionals who will attend CCBF 2023.

A Decade of Growth in China Children's Book Market

The past decade of the CCBF has been marked by remarkable growth and prosperity for both the industry and readers. OpenBook data reveals that in 2012, the children's book retail market in China represented less than 20% of the total market. However, since 2016, children's books had become the largest and fastest-growing segment of the book retail market in China, which have reached 28.62% by 2022. It is evident that children's publishing is currently the most promising and dynamic segment of the publishing industry.

On this momentous occasion, CCBF is proud to announce a special 10th-anniversary theme forum. The forum will focus on the remarkable development and achievements of the children's book market over the past decade, as well as the trends and directions that will shape the industry for the next ten years, to facilitate the "going global" and "bringing in" of children's publishing. In addition to the forum, a grand 10th Anniversary Gala Dinner will be held, featuring special 10th Anniversary Awards. These awards will be presented to individuals and organisations that have actively participated in and supported CCBF throughout the years and have made outstanding contributions to the growth and success of the children's book industry in China.

International Exhibitors and Exclusive Lounges

CCBF is the premier platform for international publishers seeking to enter the Chinese children's

publishing market. This year, international pavilions, publishers, and esteemed guests from the UK, France, Italy, Germany, Korea, Canada, USA, Spain, Australia, New Zealand, Norway, the Netherlands, Japan and Brazil will return with a plethora of heavyweights. The **BOP- Bologna Prize lounge**, the **Strega Prize Lounge**, and the **Rights Centre** will once again grace the event, attracting many award-winning international publishers and showcasing cutting-edge content. Additionally, international visitors will gain a comprehensive and in-depth understanding of the Chinese children's publishing market through the Fair.

Exciting Programmes and New Trends for the Year

Bringing a compelling collection of professional expertise, the CCBF conference programme will offer highly engaging seminars aiming to provide a comprehensive understanding of Chinese publishing. Topics will include international trends, copyright trade and original picture books in Chinese.

Furthermore, the Fair will feature a range of other events and networking opportunities for the CCBF community, such as the **Golden Pinwheel Young Illustrators Competition**, **Illustrator Avenue**, and **Children Plus**. This year, the Golden Pinwheel Competition will launch a new category - Commercial, in addition to the original submission category - Book Publishing, which is open to illustrations used in commercial advertising, product design, and packaging. This award aims to help emerging illustrators from around the world showcase their talents and demonstrate their commercial value. Moreover, Children Plus will focus on "**Non-fiction Picture Books**". For more information on the activities and guests, please visit the CCBF official website (www.ccbf.org.cn) at any time.

New Visual Identities to Welcome the Celebration

Every year, we strive to enhance our visual appeal with fresh and innovative designs. As part of our tradition, this year, the key visual is crafted by a distinguished Ukrainian artist, Yuliya Gwilym, who has won the 2021 Golden Pinwheel Young Illustrators Competition Astra Award winner.

Yuliya shared her inspiration for the 2023 key visual: "I thought about creating a carnival. When I am attending a book fair I feel like I am at a big party, and because it's about children's books, there are colours and magic, and the stories are far from ordinary. So I wanted my characters to be dressed up, and I wanted the feeling of a carnival or parade. My inspiration comes from kids' love of dressing up."

The 10th-anniversary logo features a vibrant and highly saturated trio of colours - red, orange, and blue - that immediately catch the eye. The clever integration of the "S" and the red and yellow blocks, representing the two banks of the Huangpu River in Shanghai, seamlessly blends into the "10th Anniversary" design.

Over a decade, we have made remarkable strides in advancing and revolutionizing the CCBF, establishing it as the number one platform to cement connections with leading publishing professionals and discover talents from all horizons. The CCBF organising committee extends a warm invitation to both domestic and international companies to register for the exhibition. We are

looking forward to meeting you in our amazing Shanghai in November 2023!

Secure your booth today and take advantage of our early bird discount before May 31, 2023. For any inquiries or to learn more about our available exhibiting options, please don't hesitate to contact us at:

Exhibiting Enquiry - Overseas

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