



2022 China Shanghai  
International Children's Book Fair  
Post-show Report

# Exhibition Review

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# General Information

**China Shanghai International Children's Book Fair (CCBF)** is approved by Shanghai Press & Publication Administration, organised by Shanghai Xinhua Distribution Group Co., Ltd, China Education Publishing & Media Group Ltd., and China Universal Press & Publication Co., Ltd., and co-organised by Ronbo BolognaFiere Shanghai Ltd., with the steady support of BolognaFiere S.p.A.. CCBF is the only fair fully dedicated to books and specific contents for children aged from 0 to 16 in Asia Pacific and has become an important event for the global publishing industry.

**The 9th edition of CCBF concluded successfully on 2-4 December 2022 at West Bund Art Centre.**





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# Exhibition Review

This year, CCBF brought together **192** leading publishers and children's content players from **17** countries and territories, including Italy, France, the United Kingdom, Germany, Spain, the United States, Canada, New Zealand, Portugal, Norway, South Korea, Slovenia, Guinea, Thailand etc. **103** international companies were exhibiting at CCBF, which also comprised stands and booths by **89** Chinese publishing key players. In three days, the total number of visitors reached **11,394**.



# Programmes Review



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# Official Conference and Seminars

The programme offered **3** conferences and seminars:

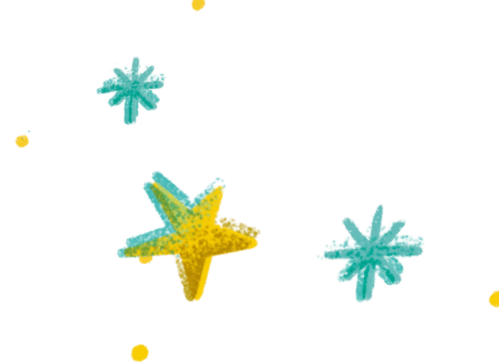
- **2022 Chinese Children's Book Retail Market Analysis**
- **Award Winners' Series: Creative Talk with Jean-Claude Mourlevat**, who is one of the most influential writers of his generation and the first French laureate of the prestigious Astrid Lindgren Memorial Award, in 2021.
- **Award Winners' Series: Creative Talk with Peter Sís**, who is Czech-American illustrator, author and film maker, winner of the 2012 Hans Christian Andersen Award for his lifelong achievement.



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# Golden Pinwheel Young Illustrators Competition

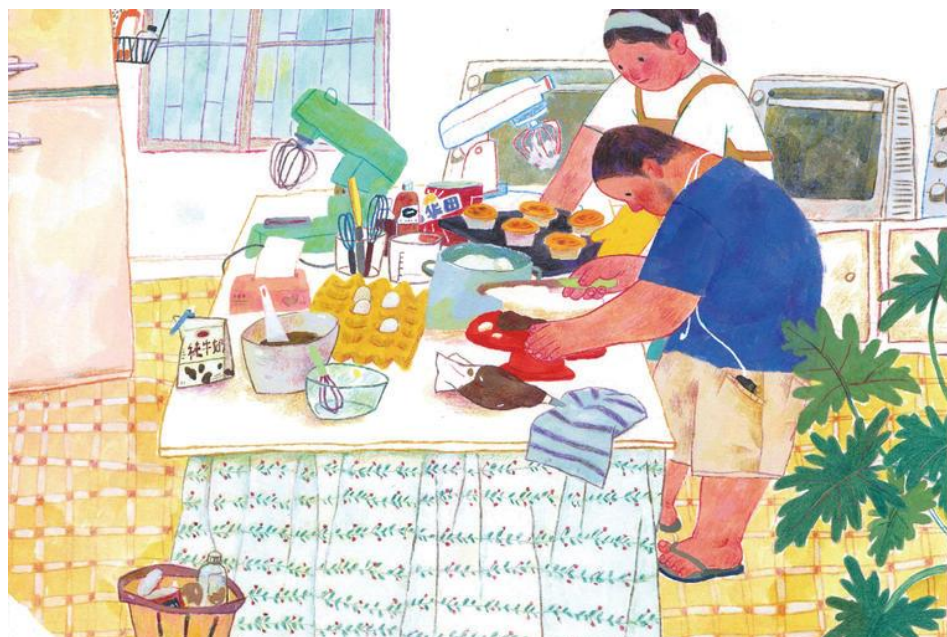
The competition has been providing a venue for emerging illustrators to showcase their talent. It aims to build bridges between them and children's publishers, both locally and globally. The Jury composed of 5 international experts—Debbie Bibo (USA/Italy), Huang Li (China), Ken Niimura (Spain/Japan), Martin Salisbury (UK), and Zhu Ziqiang (China) — reviewed **2,426** entries from **82** countries and territories using a shared online system and finalised their selection via digital conference. The 50 finalists (53 illustrators) come from **21** countries and territories, including **19** Chinese illustrators.





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# Golden Pinwheel Young Illustrators Competition



**Golden Pinwheel Grand Award (China)**

Yu Chongjing (China)

A Mei's Cake Shop



**Golden Pinwheel Grand Award (International)**

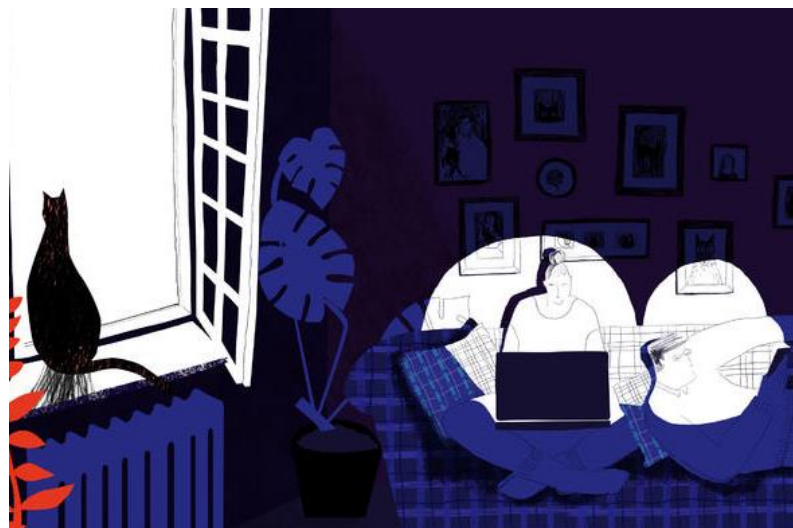
Anna & Varvara Kendel(Russia)

My Childhood in Siberia



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# Golden Pinwheel Young Illustrators Competition



**Golden Pinwheel Illustration Special Mention**

Alexandra Mirzac (Romania)

Lost



**Golden Pinwheel Illustration Special Mention**

Roozeboos (Netherlands)

Choices



**Golden Pinwheel Illustration Special Mention**

Diane Li (China)

The Giant's Garden

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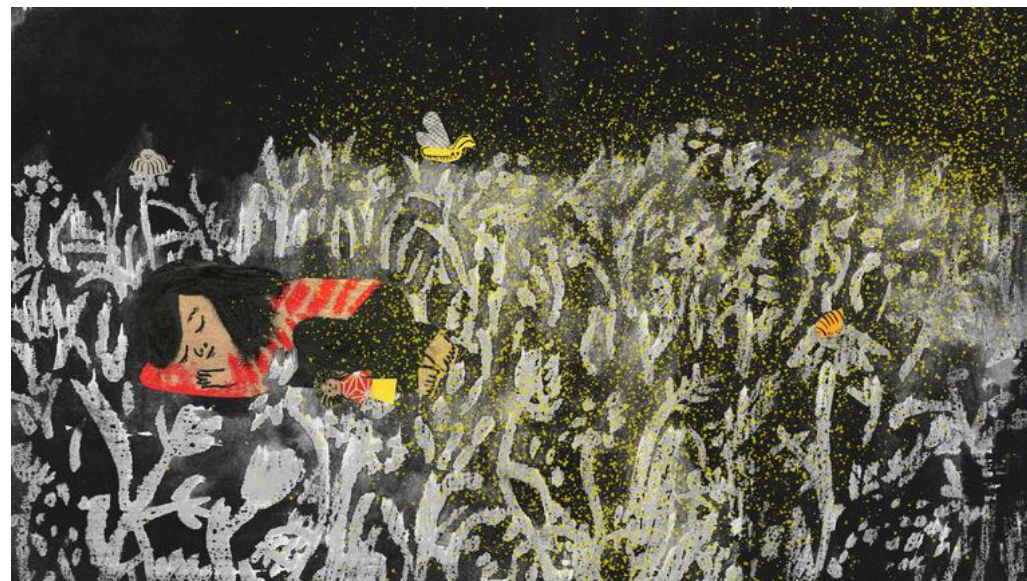
# Golden Pinwheel Young Illustrators Competition



**People's Choice Award**

Zong Minghao (China)

Smartphone



**Golden Pinwheel Astra Award**

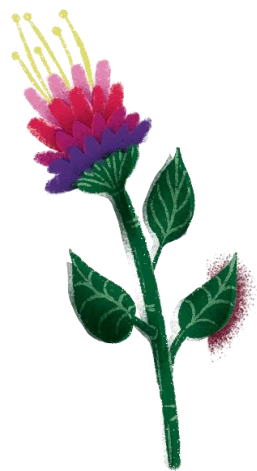
Yuliya Gwilym (Ukraine)

What the Moon Told Me



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# Young Illustrators Avenue



A small art fair within a book fair, the “Young Illustrators Avenue” is an innovative platform created especially for illustrators, artists and content creators seeking for business opportunities, professional training and industry networking.

Young Illustrators Avenue consists of **33** illustrators from **8** cities around China joined this mini-fair inside the fair, where they could exhibit their books, prints and merchandising products to publishers in need for contents and to a broader audience looking to buy artworks and small gifts.





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# Children Plus : Books & Seeds

The exceptional exhibition “Children Plus” is themed “Books & Seeds” and showcased nearly **200** selected children’s books from **20** countries and territories. The aim of this exhibition is to explore the relationship between humans and nature through the perspectives of seeds and plants, seeds and ecosystems, seeds for a better life and thereby construct a harmonious ecological environment.

This exhibition is hosted by the China Shanghai International Children's Book Fair, co-organised by Bologna Children's Book Fair, and curated by Giannino Stoppani Cooperativa Sociale. The curators, children's book experts Grazia Gotti and Silvana Sola, are glad to offer you a project that plants the seeds of the ideal. The three-color background combined with simple and designed graphic elements presents the three major themes of this special exhibition: **Seeds & Plants, Seeds & Ecosystem, and Seeds for a Better Life.**



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# Exhibitors' Events



There were **70** online and offline professional programmes and readers' events held concurrently with the exhibition at more than **20** locations around major cities in China, including schools, bookstores, libraries, art museums, etc. CCBF has brought a total of 11,394 visitors to its fairgrounds, while online events streamed on local platforms gathered a total of **6,000,000** views all across the country.





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# Connecting the City, and Book Live Show

CCBF made the online events streamed on local platforms such as Little Red Book, WeChat Channels, Taobao, TikTok with more than a hundred publishers, authors, illustrators, and editors to carried out diversified promotions on those major social media in the form of live streaming, walk broadcast, short video and graphics, sharing with the public the quality new books and exhibitors' activities on display at this year's fair.

CCBF also joined hands with more than **20** of China's outstanding city partners in Jiangsu, Zhejiang, Shandong, Inner Mongolia, Chengdu, Hunan with the theme of "Children's Books Around China – Reading for Fun", to meet with readers in different locations of the city and instil the beauty of reading together.





# CCBF 2022 in Quotes

## Quotes from Exhibitors

This year's CCBF has been successfully held, attracting great attention from publishers at home and abroad, as well as the enthusiastic pursuit of readers. It fully reflects the professional level of the exhibition team and fully highlights the brand influence of CCBF. This fair takes into account the safety of epidemic prevention and the features of the exhibition. It's not easy. It deserves great congratulations!

**Peng Weiguo (China)**

**Vice President of Shanghai Century Publishing (Group) Co., Ltd.**

The 9th China Shanghai International Children's Book Fair (CCBF), after two years of careful preparation and with the high expectations of all parties in the publishing industry, warmly welcomed readers in the early winter when the epidemic situation was still fluctuating. This fair has made full use of digital technology, set up a diversified exhibition and viewing mode, and achieved excellent online and offline interaction, domestic and foreign linkage. Through the combination of bookstores and workshops and other innovative means, it has strengthened the cultural construction, and further enhanced the brand image and social influence of the fair. I hope there will be no more epidemics next year, and a more exciting fair next year.

**Shen Shuiping (China)**

**Vice General Manager of China Educational Publications Import & Export Corporation LTD.**

It is encouraging to see this edition's CCBF held as scheduled in the face of such a grim epidemic prevention situation. The scene of young readers embracing reading in spite of the epidemic was so touching. Our publishing house is determined to participate in the exhibition despite the difficulties, because, like you all, we firmly believe that there is no such thing as a bad winter. We also take this action to pay tribute to CCBF and to the enthusiastic young readers in Shanghai.

**Liu Kaihui (China)**

**President of 21st Century Publishing Group**

Publishing is an industry with warm hearts. This year's CCBF was successfully held, allowing insiders to communicate face to face, so that publishing agencies can also listen to readers' suggestions and needs. Thanks to the organizer's hard preparation and arrangement, we will actively participate in this Fair in the future.

**Xu Jiaguo (China)**

**Vice General Manager of Beijing Cheerful Century Co.,Ltd.**

## Quotes from Exhibitors

During the short three-day exhibition period, we were deeply moved by the enthusiasm of Shanghai readers. The exhibition site and stand were filled with a strong atmosphere of reading, especially those children who love to read, which made the editors of POST WAVE KIDS feel very happy.

**Ran Huarong (China)**  
**Editor-in-Chief of Post Wave Kids Publishing Consulting Co., Ltd.**

China represents a very important market for the Italian book industry. In particular, the segment related to books for children is very productive in Italy, with many valuable companies and can have important outlets in the Chinese market. Even if the pandemic created some difficulties to the opportunities for the match between Italian book companies and Chinese companies, we believe that events like CCBF can help to boost the business connections and recreate important links in the rights exchange between the 2 markets.

**Giuliano Martini (Italy)**  
**Deputy Trade Commissioner of Italian Trade Agency Shanghai Office**

You have overcome all difficulties and finally launched a children's book feast for Shanghai people. In the shadow of the pandemic, you bring hope and warmth to children.

**Qu Yuanyuan (China)**  
**Sales Director of Penguin Random House North Asia**

Thanks to CCBF for its efforts in epidemic prevention and control. Therefore, the fair could be held as scheduled in a safe and orderly organization to provide support and platform for communication and cooperation between the publishing industry. Various types of online and selection activities held at the same time provided exhibitors with different levels of product display and presentation, and also provided diversified understanding of products and their own needs to support the public.

**Ying Peihua (China)**  
**Marketing Manager of Oxford University Press**

As a high-end plush gift company from the UK, this is the first time we are taking jELLYCAT books to CCBF in China to meet people in the book industry. We hope that these children's books created with plush toys IP can allow children to read and play with matching plush toys, so the baby can grow up healthily with them from both body and mind!

**Jin Denan (China)**  
**General Manager of Jellycat (Shanghai) Trading Co., Ltd.**



# Media Promotion

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# Media Promotion

CCBF 2022 teamed up with major mainstream, trade and public media to conduct in-depth and comprehensive coverage of the fair.

- A total of **103** media outlets have covered CCBF 2022, including **13** industry media from the US, the UK, Italy, and China.
- It also comprised **31** social media, **26** newspapers and magazines, TV/broadcast/video and **33** online media.
- A total of **257** articles were published.
- The total media value reached **12.56 million** RMB.



澎湃

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## Ninth China Shanghai International Children's Book Fair takes place

By Zhang Kun in Shanghai | chinadaily.com.cn  
Updated: Dec 2, 2022

文化课 >

### 上海国际童书展闭幕：推动青少年品质阅读，带来珍贵阅读盛宴

澎湃新闻记者 杨宝宝  
2022-12-04 22:05 来源：澎湃新闻

12月4日，为期3天的第九届中国上海国际童书展（简称“上海童书展”）在西岸艺术中心落下帷幕。冬日的低温小雨，抵挡不住童书人和读者们会面、交



The ninth China Shanghai International Children's Book Fair (CCBF) is taking place at West Bund Art Centre in Shanghai from Dec 2-4. [Photo provided to chinadaily.com.cn]



视频 | 共赴童书阅读盛宴 上海国际童书展开幕

上观

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十周年再见！2022中国上海国际童书展温暖落幕

文化观澜  
2022-12-04 20:48

来源：上观新闻 作者：施晨露

让阅读像灯塔一样照亮孩子们前行的航向



12月4日，由中共上海市委宣传部（上海市新闻出版局）指导，上海新华发行集团有限公司、中国教育出版传媒集团有限公司、环球新闻出版发

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR



See you in 2023 CCCBF's  
10<sup>th</sup> Anniversary!