



## A New Chapter: The China Shanghai International Children's Book Fair Drives the Industry Forward with Unparalleled Momentum!

(Press Release)

The **2024 China Shanghai International Children's Book Fair (CCBF)** is set to take place at the Shanghai World Expo Exhibition and Convention Centre from 15th to 17th November. Over the past decade, China's children's book market has witnessed rapid expansion and growth. The industry is now poised on the brink of a new wave of transformative changes. At this crucial juncture, innovation in content creation, industry advancement, and channel transformation is of paramount importance. As a vital bridge connecting international and domestic markets, as well as industry professionals and the public, CCBF will once again exert its influence this year to infuse fresh vitality into the children's book sector. In doing so, CCBF seeks to bolster the industry's capacity for problem-solving and innovation, thereby supporting its ongoing growth and evolution.

Approved by the Shanghai Press & Publication Administration, the CCBF is jointly organised by Shanghai Xinhua Distribution Group Co., Ltd., China Education Publishing & Media Group Ltd., and China Universal Press & Publication Co., Ltd., co-organised by Ronbo BolognaFiere Shanghai Ltd. and powered by BolognaFiere S.p.A.

As the leading fair entirely dedicated to books and specific contents for children in Asia Pacific, the 2024 CCBF will bring together **497** exhibitors from both domestic and international markets, representing **32** countries and territories, across an exhibition area of **25,000** square metres. This year's exhibition space is divided into two distinct zones: the Copyright Zone and the Hybrid Zone. The Copyright Zone is specifically designed to facilitate copyright exchange and international collaboration for children's books, accessible only to industry professionals. The Hybrid Zone, in addition to copyright exchange, will serve as a hub for marketing, distribution, channel development, promotion, and retail. The Hybrid Zone will be open to professionals on 15th November and to a broader audience from 16th to 17th November. CCBF strives to further establish

itself as a leading platform within the children's book fair industry. Professionals from around the world, including publishers, copyright agents, authors, and distributors will gather at this children's book fair. Over 20,000 new children's titles from both domestic and international markets will be showcased, alongside more than **200** professional exchange sessions and reading promotion activities addressing topics across the entire spectrum of the children's content industry. This collaborative effort is expected to engage approximately **45,000** attendees.

Under the theme "Embracing the Future," the CCBF has established itself as an essential contributor to the development of China's children's publishing industry. For over a decade, this platform has showcased an array of high-quality Chinese children's books and cross-sector collaboration projects in the global arena. The Fair's international reach has consistently expanded, driven by a diverse range of practical professional activities, innovative exhibitions, progressive exchanges, and meaningful collaborations each year, all of which amplify its global influence. Simultaneously, it has emerged as an 'exemplary' cultural brand within the international cultural metropolis of Shanghai.

## **International Exhibitors Make a Strong Comeback, New Zones Amplify Attraction**

Boasting over a decade of experience, CCBF has continually enhanced its brand development and implemented strategic upgrades, aspiring to emerge as a global beacon in the children's book industry. Centred around an international perspective, professional guidance, and public demand, the fair consistently innovates in its functions, brand positioning, layout, and content. Its growing international appeal and brand influence have solidified its status as a vital and esteemed platform within the industry.

The 2024 CCBF will feature **180** international exhibitors, representing publishing and cultural organisations from countries including Argentina, the UAE, Australia, Brazil, Belgium, Poland, Germany, Russia, France, South Korea, Canada, the Czech Republic, Morocco, Malaysia, Nepal, the United States, Portugal, Japan, Switzerland, Sri Lanka, Spain, Singapore, Italy, India, Indonesia, the United Kingdom, Chile, and Turkey. Returning highlights include

the **Bologna Best Children's Publishers (BOP) Lounge**, the **Strega Prize Lounge**, and the **Rights Centre**. This year's notable addition is the **Asia Pacific New Entry Lounge**, which spotlights distinguished publishers from the region renowned for their editorial excellence. Furthermore, the **Original Edition Books Centre** is being established for the first time, offering attendees a procurement platform for globally selected and award-winning original books.

Leading publishers and outstanding enterprises dedicated to children's content in China, such as China Education Publishing & Media Group Ltd., Shanghai Century Publishing (Group) Co., Ltd., China Universal Press & Publication Co., Ltd., China Children's Press & Publication Group, CITIC Press Group, 21st Century Publishing Group, Jieli Publishing House, Anhui Children's Publishing House, Zhejiang Publishing United Group, Phoenix Juvenile and Children's Publishing Ltd., New Buds Publishing House, Hunan Juvenile & Children's Press, Xinjiang Juveniles Publishing House, Changjiang Children's Press, Post Wave Kids, Dandelion Children's Book House, Lelequ, Dolphin Media, Thinkindom Children's Books, littlebean, Jojo Reading, New Oriental Education & Technology Group Inc., Shanghai Ximalaya Technology Co., Ltd., and ihuman, will convene for in-depth business discussions and exchanges.

## **Enhancing Professional Foundations, Spotlighting Trends in Children's Book Publishing**

CCBF remains steadfast in its mission of knowledge exchange and exploration, grounded in the importance of the holistic development of the children's publishing industry. By leveraging four key components—conferences and seminars, competitions, communities, and special exhibitions—the CCBF consistently channels exceptional content creators into the publishing sector, providing valuable insights into the latest trends and business practices.

This year, the CCBF will host ten high-calibre professional events, featuring **95** industry experts from around the globe. These events will encompass academic research, commercial practice, and innovative thinking, providing a multifaceted perspective on global industry trends. The **“International Children's Book Publishers Dialogue”** is a newly curated annual brand event of the fair. Approved by the Shanghai Press & Publication Administration and the

International Board on Books for Young People (IBBY), it is co-organised by the Children's Books Working Committee of the Publishers Association of China, the Chinese Board on Books for Young People (CBBY), the CCBF Organising Committee, and Shanghai Century Publishing (Group) Co., Ltd. This event will bring together global children's book publishers and experts to exchange insights on the latest market trends and developments in children's book publishing. Moreover, the seminar titled **"The Sustainable Development of Children's Reading Spaces and Bookstores"** invites children's book experts, library directors, bookstore operators, and publishers from various countries and territories to share advanced experiences and practices in designing reading spaces and managing bookstores. Another seminar, **"Opportunities and Challenges Brought by AI to the Children's Publishing Industry,"** will gather leading figures in global children's book publishing, digital publishing, media executives, and international copyright agents to analyse the future and challenges of integrating AI technology with the children's book industry. Lastly, the seminar on **"Transformation and Reshaping of Children's Publishing"** will delve into channel innovation within the children's publishing market.

During the **"Award Winners' Series — Picture Books and the Art of Omission,"** Caldecott Medal winner Jon Klassen will share his creative techniques and experiences. French children's author Cécile Alix will delve into the importance of children's books in social-emotional learning (SEL) at the seminar titled **"Understanding Yourself and Others — The Role of Children's Books in Social-Emotional Learning (SEL)."**

The 2024 CCBF places a premium on fashion-themed picture books through its special exhibition, **"2024 Children Plus: A Fabulous Wardrobe. Fashion, Clothing and Threads in Children's Picture Books."** Supported by the Bologna Children's Book Fair and curated by an international team, the exhibition will showcase 150 selected picture books from both domestic and international publishers. It is designed to inspire children's creativity, deepen their interest in culture and art, and convey the concepts of heritage and innovation by intertwining literature with traditional crafts. As an extension of this special exhibition, the CCBF will host the seminar **"A Fabulous Wardrobe: Threads of Imagination. Where Children's Books Meet Textiles and**

**Fashion**”, facilitating discussions and exchanges among curators, picture book researchers, internationally acclaimed illustrators, and renowned children’s book publishers.

To commemorate the 700th anniversary of Marco Polo’s passing, the China Shanghai International Children’s Book Fair, in collaboration with the Bologna Children’s Book Fair, Cooperativa Giannino Stoppani, and Accademia Drosselmeier, will present two themed events. The special exhibition “**Marco Polo: Traveller, Merchant, Storyteller**” will showcase 50 picture books that vividly depict Marco Polo’s legendary journey. Furthermore, the esteemed Italian historian Professor Alessandro Barbero will deliver a captivating academic lecture on how Marco Polo’s travelogue, “The Travels of Marco Polo,” transcends time, evolving into a legendary work of fantasy for future generations.

### **Gathering Global Emerging Forces, Cultivating an Incubator for Young Illustrators**

Since its inception in 2015, **the Golden Pinwheel Young Illustrators Competition** has become one of the most renowned competitions for young illustrators worldwide. This year’s competition garnered entries from 2,228 illustrators hailing from 72 countries and territories across six continents, culminating in a total of 2,584 submissions. This includes 2,050 entries in the Book Publishing category and 534 in the Commercial category, amounting to an impressive total of 14,067 illustrations. Compared to 2023, the overall number of works has increased by 10.7%. The 66 shortlisted entries from 19 countries and regions will be displayed at the 2024 CCBF.

The **Illustrators Survival Corner**, co-created with Mimaster Illustrazione, will offer bespoke activities for illustrators, picture book editors, and enthusiasts alike. These activities will feature 10 masterclasses, 8 workshops, and 30 individual portfolio reviews, all meticulously crafted to empower emerging illustrators in showcasing their talents, refining their skills, inspiring creativity, and facilitating networking and business discussions.





In conjunction with a multitude of professional activities, the CCBF will also host an eclectic array of public events, featuring book recommendations, opportunities to meet authors, and the “**Connecting the City**” project. By collaborating with partners to promote reading across the nation, the fair seeks to cultivate a multifaceted and enriching reading and cultural experience for the public.

## **Entry and Ticketing Information**

The CCBF operates a real-name entry system, necessitating that all attendees purchase tickets and present valid identification (such as an ID card, passport, or Mainland Travel Permit for residents of Hong Kong, Macao, and Taiwan) for entry. Professionals engaged in children’s publishing, education, entertainment, and other children's content-related fields are encouraged to pre-register via the CCBF’s complimentary online registration system for professional visitors, with a confirmation letter sent upon approval. Public tickets can be purchased through the official ticketing platform, Maoyan Entertainment.

Since its inception in 2013, the China Shanghai International Children’s Book Fair has emerged as a significant event within the global children’s book publishing industry. Serving as a platform for the exhibition and trade of children’s book products, the fair equally functions as an essential catalyst for advancing development and cultural exchange within this sector. By fostering international cooperation, enhancing cultural diversity, and stimulating market innovation, it plays a vital role in the progression of the global children’s book industry. The 2024 CCBF will underscore China’s strengths in children’s book innovation, laying a robust foundation for future international collaborations. Leveraging this platform, we eagerly anticipate further fostering exchange and cooperation among professionals in the global children’s book industry, as we embrace future challenges and opportunities together!

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