



Join Asia's Leading Children's Book Fair! CCBF 2025 Exhibitor Applications Now Open

Shanghai, China – February 20, 2025— The highly anticipated **China Shanghai International Children's Book Fair (CCBF) 2025** is officially set to take place from **14-16 November 2025** at the Shanghai World Expo Exhibition & Convention Centre. CCBF 2025 is now **open for exhibitor applications**, inviting industry professionals from around the globe to secure their space at the premier children's book fair in Asia.

Unlock the Potential in China's Dynamic Children's Book Industry

China's children's book market is flourishing, offering unparalleled opportunities for international publishers. With over **40,000** new titles published annually and a print run exceeding **800 million** copies, more than **300,000** titles are available for sale, generating over **\$27.46 billion** in sales.

According to the 2024 Chinese Retail Book Market Report issued by OpenBook, the overall Chinese book retail market was valued at **15.5 billion USD**. Children's books account for the largest proportion of the total sales of books, reaching **28.16%**. This dynamic market is fueled by an impressive readership of **367 million** minors, covering a wide range of interests and age groups. Children's literature dominates **35%** of the market, while categories like non-fiction and books focused on mental health are also gaining ground as parents seek more varied educational content for their children.

Entering the Chinese market offers access to a vast and diverse audience supported by a well-established publishing infrastructure. As the leading Asia-Pacific fair dedicated to children's books and content, CCBF provides an essential platform for international publishers to navigate the market, connect with local distributors, and stay informed on the latest trends. Since 2018, its collaboration with the Bologna Children's Book Fair (BCBF) has positioned CCBF as a key hub for **rights trading, publishing partnerships, and content innovation** on a global scale.

Showcasing Global Excellence with a Focus on Asia-Pacific

CCBF is dedicated to facilitating global rights exchange through a series of featured areas that



celebrate publishing excellence worldwide. The **BOP – Bologna Prize Lounge** and **Strega Prize Lounge** spotlight renowned international publishing figures, fostering industry connections and innovation. At the heart of rights trading, the **Rights Centre** provides a dynamic space for literary agents and scouts, ensuring they enjoy a fully immersive 360° CCBF experience. As an initiative, the **Regional Lounge** will focus on two key areas, the **Asia Pacific region** and the **Belt and Road Initiative member countries**. It aims to showcase the distinguished publishing houses from these regions, recognized for their editorial excellence, and provide a dedicated space for meaningful networking and partnership.

Beyond the exhibition, CCBF offers a wealth of events and networking opportunities, including the **Conference & Seminars**, the **Golden Pinwheel Young Illustrators Competition**, the **Illustrators Survival Corner**, the **Illustrators Avenue**, the **Children Plus Exhibition**, and many other events to promote the growth of children's content publishing and foster global collaboration.

About China Shanghai International Children's Book Fair (CCBF)

The 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., co-organised by Ronbo BolognaFiere Shanghai Ltd. Launched in 2013, CCBF has quickly become an important event for the global publishing industry. It is the leading fair entirely dedicated to books and specific contents for children in Asia Pacific.

In 2024, CCBF hosted **497** exhibitors from **32** countries and regions, with **41,263** visitors, including **17,081** professionals, attending over the three-day event.

Exhibiting Inquiry

Exhibitors interested in participating in CCBF 2025 are encouraged to reserve their booth early to take advantage of prime locations and exclusive early-bird rates. For further inquiries, please contact:

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