BolognaFiere S.p.A.
Viale della Fiera, 20 - 40127 Bologna - Italy International Sales Office
mariaelena.schiavo@bolognafiere.it - Ph. 39 05128.2298

2026 Shanghai International Children's Book Fair
13-15 November 2026 (Friday-Sunday)
Shanghai World Expo Exhibition & Convention Centre, China

SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR CCBF 上海国际童书展

Application Form

NO HANDWRITING ACCEPTABLE
please type into the spaces and return the form to: mariaelena.schiavo@bolognafiere.it

Exhibitor Info **The following data will be published in the directory, online, booth fascia and all official materials**

Company name .....

Address ..... Province/City .....

Zip Code ..... Country of headquarter ..... Email address .....

Website ..... Phone ..... Fax .....

Nature of business **(Please select one of the business as your main exhibit.)**

- ◯ **A)** Publishing Houses
- ◯ **B)** Copyright and Literary agencies
- ◯ **C)** Content Developers
- ◯ **D)** Distributors, Importers & Exporters
- ◯ **E)** Booksellers
- ◯ **F)** Digital & Multimedia Companies
- ◯ **G)** Software, Game, Animation & Film Producers
- ◯ **H)** Printers and Packagers
- ◯ **I)** Professional Service Providers
- ◯ **J)** Cultural Institutions
- ◯ **K)** Education and Training Institutions
- ◯ **L)** Teaching Materials and Cultural Products
- ◯ **M)** Licensing Companies
- ◯ **N)** Other, please specify .....

Contact Person **(Mandatory)**

Name ..... ◯ **Mr** ◯ **Ms** **Job Title** ..... **E-mail** .....

Mobile ..... **Tel** ..... / ..... / ..... / ..... **Fax** ..... / ..... / .....

Copyright contact (Optional) CCBF will share the below contact information for copyright matchmaking

Name ..... Job Title ..... E-mail ..... Tel/Mobile .....

Editor contact (Optional) CCBF will keep you updated on cooperation opportunities for official activities

Name ..... Job Title ..... E-mail ..... Tel/Mobile .....

Distribution contact (Optional) CCBF will keep you updated on match making opportunities for distribution

Name ..... Job Title ..... E-mail ..... Tel/Mobile .....

Invoicing information **(ALL FIELDS ARE MANDATORY FOR ADMINISTRATION PURPOSES).**

The Exhibitor, acting on the basis of a mandate in the name and on behalf of the entity to which the relevant invoice is issued, shall remain liable.

Company Name .....

Address .....

City and Postcode ..... Country .....

Email to send the invoice (invoice will ONLY be sent by E-MAIL) .....

You are: ☐ **a taxable entity / person or** ☐ **a private individual**

If you are a taxable entity/person please indicate: VAT code ..... and Tax Identification number .....

OR tick here: ☐ no VAT code in our country ☐ no Tax Identification number

If you are a professional/private individual, please indicate date and place of birth .....

Data for the electronic invoicing

Recipient code for the e-invoicing ....

Mandatory for Italian companies only

or PEC .....

Categories **(Mandatory. Please type "x" before the corresponding category description)**

Age groups (Please select) ☐ **Under 3 (A)** ☐ **3-6 (B)** ☐ **6-12 (C)** ☐ **12-16 (D)** ☐ **Over 16 (E)**

Our products belong to the following fields (multiple choice, **maximum 10 choices**):

1. Illustrated Book
- ☐ Activity books (101)
- ☐ Board books (102)
- ☐ Novelty books (103)
- ☐ Painting and colouring books (105)
- ☐ Picture books (104)
- ☐ Pop-up books (106)

2. Children's and Juvenile Literature
- ☐ Fairy tales (204)
- ☐ Fiction (201)
- ☐ Novels (202)
- ☐ Poetry (203)

3. Educational
- ☐ Dictionaries (301)
- ☐ Education (302)
- ☐ Geography (303)
- ☐ History (304)
- ☐ Language courses (305)
- ☐ Music (306)
- ☐ Psychology (307)
- ☐ Religion (308)
- ☐ Science (309)
- ☐ Teaching (310)
- ☐ Technical studies (311)
- ☐ Text books (312)

4. Non-Fiction
- ☐ Art (401)
- ☐ Biographies (402)
- ☐ Cinema and TV tie-ins (403)
- ☐ Encyclopaedias (404)
- ☐ Non-fiction (405)
- ☐ Reference books (406)

5. Sport and Hobbies
- ☐ Cooking (507)
- ☐ Entertainment (501)
- ☐ Hobbies (502)
- ☐ How-to-books (503)
- ☐ Leisure (504)
- ☐ Nature and Environment (508)
- ☐ Pets (505)
- ☐ Sport (506)

6. Miscellaneous
- ☐ Almanacs (601)
- ☐ Animation Derivatives (613)
- ☐ Calendars (602)
- ☐ Children's Special Needs Books (611)
- ☐ Comics (603)
- ☐ Decal/Transfers (604)
- ☐ Board Games (609)
- ☐ Gift books (605)
- ☐ Graphic Novels (612)
- ☐ Original Books (610)
- ☐ Periodicals (606)
- ☐ Picture cards (607)
- ☐ Posters (608)
- ☐ Stationery (614)

7. Digital and Multimedia
- ☐ Apps (701)
- ☐ Audio books (703)
- ☐ Audiovisual products (702)
- ☐ Devices (707)
- ☐ Digital platform (708)
- ☐ ebooks (704)
- ☐ Educational Software (705)
- ☐ Games (709)
- ☐ Hardware (712)
- ☐ Multimedia (710)
- ☐ Services (706)
- ☐ Websites (711)

8. Service
- ☐ Education Training (801)
- ☐ Logistics/Supply Chain Services (805)
- ☐ Offline Sales Channels (802)
- ☐ Online Trading Platform (803)
- ☐ Raw Materials/ Printing/ Packaging/Design Services (804)

9. Entertainment
- ☐ Animation (901)
- ☐ Drama (902)
- ☐ Other Derivative Activities (905)
- ☐ Show (903)
- ☐ Special exhibition/Carnival (904)

10. Media, Association and others
- ☐ Industry Association (1001)
- ☐ Professional Media (1002)
- ☐ Research Institution (1003)
- ☐ Trade Promotion Agency (1004)
- ☐ Other (1005), Please specify:

.....

.....

Exhibiting brand / Inprint: 1 ..... **2** ..... **3** ..... **4** .....

Application Form

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Shanghai World Expo Exhibition & Convention Centre, China

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Promotional opportunities (Optional, details will be provided upon request)

AD, Sponsorship & Venue rental:

☐ Stage / Meeting room ☐ Advertising (Printing / Online / Venue / Materials) ☐ Sponsor for forum / seminar / activities ☐ Official sponsor

Official Events:

☐ Golden Pinwheel Young Illustrators Competition ☐ "Children Plus" book exhibition

Matchmaking Service:

☐ Copyright Selling ☐ Copyright Buying ☐ Illustrator recommendation ☐ Digital Content Collaboration

Booth Application (Mandatory)

Step 1: Please select the Zone (Mandatory, Single choice)

◯ **Copyright Zone: Copyright Exchange, Import/Export, International Partnerships, Professional Seminars and other B2B Events**
(open to professional visitors only)

◯ **Hybrid Zone: Copyright, Distribution, Channel, Partnership, Promotion, Retail**
(open to all visitors)

Step 2: Please select the exhibition zone and booth type | Participation Fee

Description (The price mentioned below is not inclusive of tax, VAT to be charged separately)

Booth type	Area	Sqm	Copyright zone/Hybrid zone		Total amount
			Before May 30th *Euro/sqm*	After May 30th *Euro/sqm*	
Raw space	36-71 sqm		€ 210	€ 236	€ .....
	≥ 72 sqm		€ 204	€ 230	€ .....
Standard booth (A)	9* sqm		€ 285	€ 315	€ .....
	18*/27*/36 sqm		€ 265	€ 295	€ .....
Upgrade booth (B)	9* sqm		€ 314	€ 344	€ .....
	18*/27*/36 sqm		€ 294	€ 324	€ .....
Premium booth (C)	9 sqm (1 open side only)		€ 356	€ 386	€ .....
	18*/27 sqm		€ 326	€ 356	€ .....
ProFlex booth (D)	≥ 36 sqm		€ 306	€ 336	€ .....
* an additional corner fee (for 9/18/27sqm)			€ 290		€ .....
Exhibitors Registration fee			€ 290		€ .....
Guest Exhibitors Registration fee			€ 290		€ .....
Joint Exhibitors Registration fee			€ 145		€ .....
GRAND TOTAL					€ ..... +VAT if due

Terms of payment

A 50% deposit of the Grand-total is due with signed contract. The balance payment shall be made prior to 12th September 2026.
Please attach the payment slip to your application form and return both to mariaelena.schiavo@bolognafiere.it

Payment must be made in Euro by BANK TRANSFER only	Important instructions to your bank about the transfer charges:
Beneficiary: BolognaFiere S.p.A. – Ref. CCBF 2026 **Bank name:** Intesa Sanpaolo S.p.A. **Address:** Viale Aldo Moro, 60 – 40127 Bologna (BO), Italy **IBAN:** IT 50 T 03069 03390 100000001015 **BIC/SWIFT Code:** BCITITMM	**For NON EU Countries:** "OUR" **For EU Countries:** "SHA"

Print Name _____ Title _____ Date _____ Exhibitor's seal and representative signature _____

We hereby apply for exhibition and agree all regulations of CCBF 2026 and the Terms and Conditions attached to this application form (pag#4 &5), and on behalf of the vendors of our company to participate in the exhibition agree to abide by the rules and requirements of the Organising committee for this exhibition.

Booth Type & Specification

Shell Scheme (A) * Standard Booth

		9M²	18M²	27 M²	36 M²
Structure	Max. stand height: 2.5M	√	√	√	√
	Carpet	√	√	√	√
	Wall panel	√	√	√	√
	Fascia board	√	√	√	√
Furniture	Reception desk	1	2	3	4
	Round table	1	2	3	4
	Arm chair	3	6	9	12
	Sloped shelf	12	24	30	33
	Waste paper basket	1	1	2	2
	LED spotlights (white, 9W)	3	6	9	12
	Power socket (500W, 13A/220V)	1	1	2	2

Shell Scheme (B) * Upgrade Booth

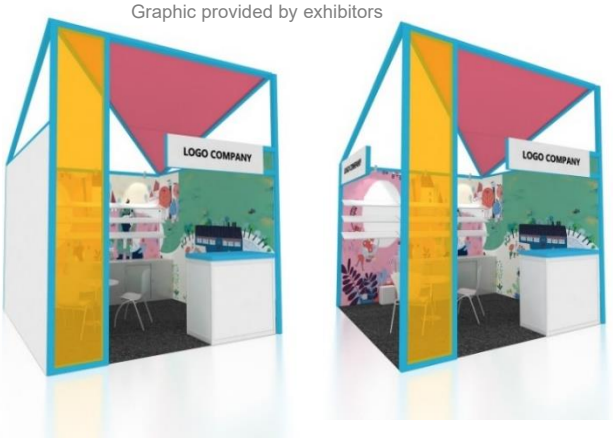
LOGO provided by exhibitors

		9M²	18M²	27 M²	36 M²
Structure	Max. stand height: 3.5M	√	√	√	√
	Carpet	√	√	√	√
	Wall panel	√	√	√	√
	Fascia board	√	√	√	√
Furniture	Reception desk	1	1	2	2
	Stool	1	1	2	2
	Round table	1	2	3	4
	Meeting chair	3	6	9	12
	Sloped shelf	12	24	30	33
	Waste paper basket	1	1	2	2
	LED spotlights (white, 9W)	3	6	9	12
	Power socket (500W, 13A/220V)	1	1	2	2

Shell Scheme (C) * Premium Booth

Graphic provided by exhibitors

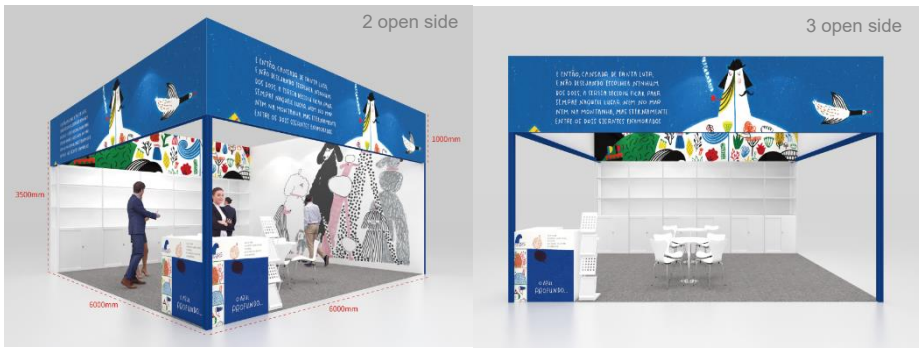
		9 M²	18 M²	27 M²	36 M²
Structure	Max. stand height: 3.5M	√	√	√	√
	Carpet	√	√	√	√
	Wall panel	√	√	√	√
	Entrance frame	√	√	√	√
	Graphics above the fascia	√	√	√	√
Furniture	Information counter	1	1	2	2
	Bar stool	1	1	2	2
	Round table	1	2	3	4
	Meeting chair	3	6	9	12
	Sloped shelf	9	15	21	27
	Lockable cupboard	2	5	7	10
	Waste paper basket	1	1	2	2
	LED spotlights (white, 9W)	3	6	9	12
	Power socket (500W, 13A/220V)	1	1	2	2



Shell Scheme (D) * ProFlex Booth

Graphic provided by exhibitors

		36M²
Structure	Max. stand height: 3.5M	√
	Carpet	√
	Wall panel	√
	Entrance frame	√
	Graphics above the fascia	√
	LED spotlights	√
Furniture	Information counter	1
	Bar stool	1
	Round table	2
	Meeting chair	8
	Magazine rack	1
	Lockable cupboard	5
	Waste paper basket	1
	Power socket (500W, 13A/220V)	1



Note: please refer to EXHIBITOR MANUAL to order additional furnitures.

TERMS AND CONDITIONS

Exhibition: 2026 Shanghai International Children's Book Fair

Venue: Shanghai World Expo Exhibition & Convention Centre,
No. 1099, Guozhan Road, Pudong, Shanghai, China

Date: Nov. 13th (Friday)-15th (Sunday) 2026
Nov. 13th – 14th, 09:00 - 17:00
Nov. 15th , 09:00 - 16:00
Approved by: Shanghai Press & Publication Administration

Organised by: Shanghai Xinhua Distribution Group Co., Ltd.
China Education Publishing & Media Group Ltd.
China Universal Press & Publication Co., Ltd.

Co-organised by: Ronbo BolognaFiere Shanghai Ltd.

Powered by: BolognaFiere S.p.A.

Contact:

International
Ms. Mariaelena Schiavo
+39 051 282298
mariaelena.schiavo@bolognafiere.it

Greater China
Ms. Vivian Jiang
+86 21 33560693
ccbf@bolognafierechina.com

1)ADMITTANCE TO THE EXHIBITION
The following may be admitted as Exhibitors:
a) Chinese and foreign companies wishing to exhibit their own products or services falling under the commercial categories included in the Exhibition. In cases where the companies themselves do not take part in the Exhibition, their dealers, agents or representatives, exclusive and general, may be admitted;
b) Associations, public bodies and other institutions involved in the promotion, study, and dissemination of information in sectors relating to the Exhibition.Organising committee reserves the right to exclude certain services, products or samples, and to prohibit the presentation of products, samples or services in more than one stand in the same product sector.
c) Chinese and foreign companies that have had or still have pending lawsuits or outstanding debts towards Organising committee cannot be admitted as Exhibitors.

2)PARTICIPATION IN THE EXHIBITION
Applications must be sent on the relevant form which must be filled in, signed and countersigned; the form shall constitute an irrevocable submission by the applicant and implies his or her acceptance of these "Terms and Conditions" (as well as the "Exhibitor Manual", and all the rules pertaining to the organization and staging of the exhibition in the Exhibition Centre).
Sole and general dealers, agents or representatives are required to enclose with their application a list of the companies they represent and whose products they intend to display. The applicant is required to supply any and all other documentation he may be asked for in order to accept or reject the application and to establish at any time compliance with the terms and conditions for participation at the Exhibition. Organising committee has the sole right of interpretation to admit or deny the application of exhibitor.

3)TERMS OF PAYMENT
The participation rates and the registration fee are indicated on the application form. The fee includes rental for the exhibition space, including the services expressly indicated in the General Condition of Participation. In case the exhibitor requires billing with a different subject, under mandate with representation to be documented, the exhibitor will still be liable for all the obligations under this contract. If the participation application is accepted, Organising committee will issue a first Invoice or Debit Note for the amount of the advance payment received. The advance payment is 50% share of the whole participation fee. Organising committee will issue a second Invoice or Debit Note for the remaining balance due on the basis of the exhibition space allocated. The balance payment shall be made prior to 12th September, 2026. Upon receipt of the acceptance letter, the applicant must pay the amount by the term indicated in Invoice or Debit Note itself. Failure to comply may result in the event Organising committee considering termination of the contract by noncompliance without warning or decision by a judge. In such a case, formal notice will be provided to the interested party, and --apart from being released from any commit-ment and to be able to have a stand at one's disposal and assign it to other applicants --will be entitled to full payment --as a penalty –of the advance payment and participation fee, as well as any other contractual amounts due, less any monies possibly already received for said securities and reserving the right to compensation for any potential damages.

4)NON-COMPLIANCE AND NON-FULFILLMENT
Failure to comply with the requirements of this regulation and non-compliance with obligations under this contract --also including the case of nonpayment -- Organising committee, taking into account the seriousness of the matter, may impose the following sanctions on Exhibitors:
- Not activate ancillary services including all utilities required for the smooth functioning of the allocated exhibition space;
- Prohibit the supply of exhibitor badges; provided visitors' tickets; catalogs and any other material related to participation;
- Order the immediate removal of non-admissible products --with the authority to intervene directly and immediately should the Exhibitor not comply forthwith --; reserve the right to impose additional penal-ties;
- Order the immediate closure of the stand -with the authority to intervene directly and immediately should the Exhibitor not comply forthwith --; reserve the right to impose additional penalties;
- Order the exclusion of the Exhibitor from successive editions of the event.
In no event shall the Exhibitor be entitled to reimbursement or compensation of any kind and will remain obligated to pay Organising committee the full amount for the participation fees. Organising commit-tee also will in any case entitled to claim damages and costs incurred for the publication of material supplied to the Exhibitor potentially not delivered and for the removal of the products displayed and/or closure of the stand and/or the possible preparation of the exhibit space, including assignment to different exhibitors. By virtue of the delinquencies referred to above, Organising committee will require full compensation for damages, which include both the actual damages as well as those stemming from a loss of profits.

5)STAND ALLOCATION
Stand allocation is the sole responsibility and competence of Organising committee.
Any specific indications or requests made by Exhibitor shall be regarded as purely indicative; they may not restrict or influence the application.
Furthermore, Organising committee has the right to move or reduce a stand already allocated or to transfer it to another exhibition area; this does not entitle the participant to any form of indemnity or compensation.
Organising committee is obliged to inform the Exhibitor of the above said measures at the latest twenty days prior to the start of the Exhibition, by means of registered letter or any other means, including email.

6)RIGHT OF WITHDRAWAL
Any participant who, through proven lawful impossibility, is unable to take part in the Exhibition, may withdraw from the contract, documenting the reasons therefore and advising Organising committee to this effect in written notification made by registered letter, telex, facsimile, telegram or email no later than 60 days prior to the Exhibition opening date, without prejudice to Organising committee's right to withhold advance of payment and the advance of payment as conventional penalty and any other rights to compensation for additional damages, as appropriate.
Should said notice be tendered less than 60 days before the Exhibition opening date, the participant shall be required to pay the whole of the participation fee, plus any other direct or indirect damages accruing to Organising committee. Organising committee may dispose of the stand and may even allocate it to other Exhibitors. Organising committee will decide on the legitimacy of the causes preventing the firm from taking part.
If notice of cancellation is not given and the Exhibitor fails to prepare his own stand, he shall be deemed in default to all intents and purposes and shall be required to pay not only the whole participation fee,but also the direct and indirect damages incurred by Organising committee. Organising committee may dispose of the stand by allocating it to other Exhibitors.
Organising committee may at its discretion withdraw from the participation agreement up to 14 days before the Exhibition opening date, and - for reasons relating to the organization of the Exhibition and its proper functioning - up to the day of opening. In this eventuality Organising committee will not be obliged to provide indemnity or compensation of any kind, but shall return the participation fee where these have already been received.

7) EXHIBITS
All exhibits shall conform to the laws and regulations of the People's Republic of China and show full respect for the country's sovereignty and territorial integrity. Exhibitors are prohibited from exhibiting, distributing, playing and screening any content irrelevant to cultural exchange, book trading or promo-tion of their own brand image at any location of the venue.

8)INSURANCE
The Exhibitor must have adequate insurance coverage against any, and all, eventualities throughout the entire exhibition for their personnel, equipment, third party liability claims and movement of equipment into and out of the exhibition hall.

9)CLAIMS
Any claims relative to the organization and the production of the event must be immediately made in writing to the Organising committee no later than seven days after the conclusion of the event. Subse-quent claims will not constitute a subject of dispute with Organising committee.

10) INTELLECTUAL PROPERTY
The products and goods on display, as well as the stands housing them, may not be photographed, drawn or in any way reproduced without the authorization of the Exhibitor and Organising committee. However, Organising committee reserves the right to film, reproduce, advertise and authorize the filming, repro-duction and advertising of general and detailed outside and inside views, and may permit their sale or even sell them directly.
Exhibitor hereby represents and warrants that the Exhibited Items and Stands do not infringe upon the intellectual property rights of any third party, including without limitation, any invention patent, any utility patent, design patent, trade secret or other intellectual or proprietary rights. The Exhibitor shall handle any disputes related to the intellectual property rights arising from the intellectual property rights of its Exhibited Items and Stands and be liable for the damages thereof and hereby release Organising committee from such claim or action. The Exhibitor shall indemnify Organising committee and its em-ployees or workers arising from any intellectual property dispute involving its Exhibited Items or Stands. The Organising committee is entitled but not obliged to set up an Intellectual Property Right Office for each trade fair, whose purpose shall be to support exhibitors in cases of infringe-ment of their IP rights by other exhibitors. The exhibitors or agents should provide active cooperation for the investigation for obtaining the evidence, inspection and enquiry work conducted by the IPR Administration and the judicial department. Any exhibit or material suspected of infringement should be removed from the exhibition. The Organising committee has the right to refuse participation of any exhibitor found guilty of infringement of intellectual property rights at any future trade fairs. If the exhi-bitor has complained about another exhibitor or its exhibits in the previous shows and complain this time again, the certifications of the previous complaints should be presented. Otherwise, the IPR Office has the right to refuse its complaint request.

11) PRINTED LITERATURE AND ON-LINE INFORMATION
Organising committee reserves the right to gather, print and release the Catalogue and all related information contained in the application form concerning the exhibitors, their products and services in addition to whatever else they showcase or present in any manner that Organising committee deems appropriate without any responsibility for omissions, mistakes or malfunctioning, using for this purpose various communication tools (printouts, CD ROM, Internet and/or other).
All provided data refer to applications received up to 45 days prior to the Exhibition's opening date. This in no way affects Organising committee's right to change the allocation of stands. What is described above also applies to the content of all informational forms subscribed by the Exhibitor or one of his associates and made available by Organising committee even through electronic/ IT media.

12) PAID ADVERTISING
Outside the exhibition area assigned to the Exhibitor, any and every form of publicity or advertising must be carried out through Organising committee or through the companies appointed for this purpose by Or-ganising committee. Such advertising shall be liable to the payment of a fee and associated tax charges.

13) POSTPONEMENT, REDUCTION OR CANCELLATION OF THE EXHIBITION
It is Organising committee's irrevocable and discretionary right to change the dates of the Exhibition, nor does this entitle the Exhibitor to withdraw or in any way annul the contract and gain release from his obligations.
Furthermore, Organising committee may reduce the Exhibition or even cancel all or certain sectors of it, without being required to pay compensation, fines or damages of any sort. In this eventuality Organising committee shall give written notification of the changes made by registered letter, telex, facsimile, tele-gram or email to be sent no later than 30 days before the start of the Exhibition.

14) GOVERNING LAW AND JURISDICTION
The concluding, execution, explanation and dispute resolution of Terms and Conditions shall be governed by present PRC laws and regulations.
In case any dispute in the execution of Terms and Conditions, each party should settle by amicably. If settlement cannot be reached, any party has the right to file litigation to the court where Organising committee domiciled. The losing party should compensate the wining party the litigation fee, attorney fee and any other related fee.

15) HANDLING OF PERSONAL DATA
Organising committee and affiliates only use personal data and information of Exhibitors for the purpose of Exhibition and related matters, will not use and not disclosure for any other purposes; however in the request of laws and regulation, judicial judgment and governmental agency is the exception.

16) SOUND LEVELS
Exhibitors should ensure that sound levels cause no interference with, nor annoyance to, visitors or other exhibitors. **Speakers and other sound devices should be positioned so as to direct sound into your booth and not into the aisles**. Where a high level of noise, or other objectionable factor, is involved, demonstrations may only take place at the times stipulated by the organisers, who reserve the right to reduce the sound level or switch off audiovisual displays causing problems if the sound level exceeds 70 decibels. The organisers' decision is finalized in any disputes that arise.

17) EXEMPTION CLAUSE AND FORCE MAJEURE
a)Where damages or losses arise from force majeure events (i.e. unforeseeable, unavoidable and insurmountable elements, including but not limited to fires, floods or other natural disasters, epidemics, wars, riots, acts of public enemy, terrorism, public behavior, government policies or changes in law, the exhibition hall or the place of exhibition having electricity interruption, or being unable to use normally for reasons not attributable to the organiser etc.) the organising committee shall not be liable for breach of contract in case of any damage or loss to the exhibitor caused by its influence during their sustaining period . The Party incurred damages shall immediately notify the other Party of such event and shall take all appropriate and legitimate measures to minimize the damages caused by such events.
b) Where any third party incurs such losses, damages or injuries due to the failure of participation,negligence, act or failure of performance of the obligations, or the employees, servants, agents, contractors or invited persons of the exhibitor, the exhibitor shall ensure that the organiser is exempted from liabilities.
c)In any event, the organiser shall not be liable for damages, theft and losses of the property, items and exhibits caused by the exhibitor or its related staffs. The exhibitor shall be fully liable for the losses incurred by the organiser or its employees, agencies and management personnel.

January 2026

I have read and fully understand and agree with all the above terms.

Exhibitor's seal and representative signature/Date

BolognaFiere S.p.A.
Viale della Fiera, 20 - 40127 Bologna - Italy International Sales Office
mariaelena.schiavo@bolognafiere.it - Ph. +39 051 282298

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Shanghai World Expo Exhibition & Convention Centre, China

Privacy Mandatory Form

Information on the processing of personal data pursuant to Article 13 of Regulation (EU) No 2016/679

We hereby inform you that the personal data voluntarily submitted by you to Ronbo BolognaFiere Shanghai Ltd. (hereinafter also called the "Company" or "Ronbo"), a company located in Shanghai, will be processed in compliance with current European legal provisions governing the protection of personal data, the Regulation (EU) No 2016/679 of the European Parliament and of the Council of 27 April 2016 regarding the processing of personal data of natural persons and the free circulations of such data, which repeals Directive 95/46/EC, and is also called the General Data Protection Regulation (hereinafter "GDPR").

1.Data Controller and Data Protection Officer

The Personal Data Controller is Ronbo BolognaFiere Shanghai Ltd., in the person of its pro tempore President, with headquarters in Room 209, Zone C, CREATER SPACE DuoYunXuan Art Center, No. 1188, Tianyaoqiao Road, Xuhui District, Shanghai, 200232. The Personal Data Controller may be contacted at the following email address: ccbf@bfchina.net for any need related to the processing of personal data.

2.Purpose of the processing and legal basis of the processing of personal data

Your personal data will be processed outside of Europe, in P.R.C., for the following purposes:

a) The establishment and performance of the contractual relationship between you and Ronbo(e.g. ticket sales, exhibition area rental, organization of events – even online events - in which you are interested in participating, provision of services ancillary to your participation, planning of services requested by you, publication of exhibitors' data in the event catalogue etc.). With reference to this purpose, the legal basis for the processing is the performance of contractual or pre-contractual obligations in relation to a contract to which you are a party (art. 6 and art. 49, par. 1, lett. b of the GDPR). Any refusal on your part to provide the data would make it impossible for Ronbo to provide the requested service. Please note that any processing of particular categories of personal data will only be carried out if such data is communicated or made public directly by you. Such processing will be legitimate on the basis of art. 9, par. 2, letter e) of the GDPR. The provision of such data is never mandatory;

b) Compliance with all regulatory, fiscal and administrative requirements imposed on Ronbo. With reference to this purpose, the legal basis of the processing is the fulfilment of legal obligations imposed on Ronbo. Any refusal on its part to provide the data would make it impossible for Ronbo to provide the requested service;

c) In order to conduct statistical surveys and market research. With reference to this purpose, the legal basis of the processing is its specific consent, without which Ronbo will not be able to carry out market research on its data. In any case, you will be able to use the services offered by Ronbo;

d) The performance of profiling activities aimed at understanding its possible needs in relation to the provision of new services according to the preferences expressed. With reference to this purpose, the legal basis of the processing is its specific consent, without which Ronbo will not be able to carry out profiling activities on its data. In any case, you may use the services offered by Ronbo;

e) The performance of commercial and marketing activities related to Ronbo's activities by post, internet, telephone, e-mail, MMS, SMS, from Italy or abroad. With reference to this purpose, the legal basis for the processing is its specific consent, without which Ronbo will not be able to carry out the aforesaid commercial activities. In any case, you may use the services offered by Ronbo;

f) Sending your data to companies of BolognaFiere Group, to third parties such as exhibition organisers or partners involved in the organisation of individual fairs/events, including those based outside Europe, in order to allow the latter to launch independent marketing initiatives relating to their products and services. With reference to this purpose, the legal basis for the processing is your specific consent, without which Ronbo will not be able to send your data to third parties. In any case, you may use the services offered by Ronbo;

g) To allow Ronbo to shoot videos and/or photos during fairs and events for publication on our websites/landing pages and social profiles (e.g. Twitter, Facebook, Youtube, etc.) and on brochures, catalogues, flyers and other printed material promoting the events. The legal basis for the processing is the legitimate interest of the Data Controller, since the filming carried out by Ronbo for this purpose is exclusively generic. Any refusal on its part would make impossible for Ronbo to provide the requested service. Any photographs or specific filming will be taken by Ronbo only with your consent, which you may be asked to do, accompanied by appropriate information and a dedicated disclaimer.

3.Methods of data processing

The processing of personal data will be carried out using suitable paper, electronic and/or telematics tools, with logic strictly related to the purposes mentioned above and, in any case, in such a way as to ensure the security and confidentiality of the data.
It should be noted that Ronbo does not process your data for the purpose of making decisions based on automated processing which produce legal effects or significantly affect you pursuant to art. 22 of the GDPR.

4.Recipients, categories of recipients of personal data and data transfer in third countries

Your personal data may come to the knowledge of shareholders, members of the board of directors or other administrative body and, in any case, of the Data Protection Officer, external Data Processors, Persons in charge of processing and/or Data Processing Authors appointed by Ronbo in the performance of their duties. Your personal data may be communicated to subjects who provide Ronbo with services or services instrumental to the purposes indicated above, such as, by way of example, parent companies, subsidiaries, investee companies and/or associates, partners/joint venture partners; subjects, entities and/or companies that manage and/or participate in the management and/or maintenance of the Internet sites and the electronic and/or telematic tools used by us, photographers and/or videomakers who produce video-audio material or the related post-production, journalists and newspapers, companies providing services necessary for the organisation and management of events (e.g. installation of fittings and equipment, publishers of printed and on-line catalogues, logistics, safety and security, first aid, hostesses, etc.), diplomatic representatives, consultants, law firms, banks, marketing and communication service providers; other subjects in charge of the selection process and management of the related benefits for buyers (such as insurance companies, travel agencies, hotels), etc.
The updated list of Data processors is available at the Data Controller's headquarters, or may be requested by email at: ccbf@bfchina.net.
Your personal data may be communicated and/or transferred in accordance with the provisions of current legislation (Articles 45 et seq. of the GDPR), in third non European countries, or if necessary, in the countries where the recipients referred to in the previous paragraph are located. In all the above cases, the transfer is necessary for the execution of the contract with he Data Subject or for the execution of contractual measures adopted upon your request, or to ascertain, exercise or defend a right in the Court; in general, it is carried out on the basis of an adequacy decision adopted by the Commission (Art. 45 of the GDPR) or in accordance with the standard data protection clauses or other appropriate guarantees pursuant to Articles 46 or 49 of the GDPR.

5.Data retention

The personal data provided by you will be processed only for the time necessary to achieve the purposes described above, without prejudice to further terms related to the specific conditions of legitimacy of the processing (e.g. 10 years for the exercise of defence actions in court).

6.Rights of the data subject

We inform you that at any time in relation to your data, you may exercise your rights under the limits and conditions provided for in Articles 7 and 15-22 of the GDPR.
To exercise these rights, described below, please contact the Data Controller at ccbf@bfchina.net; this request will be answered in a timely and appropriate manner. In detail, you have the right to:
- to obtain confirmation of whether or not personal data concerning you are being processed;
- where processing is in progress, obtain access to personal data and information relating to the processing and request a copy of the personal data;
- to obtain the adjustment of inaccurate personal data and the integration of incomplete personal data;
- to obtain, if one of the conditions laid down in Article 17 of the GDPR is met, the deletion of personal data concerning you;
- to obtain, in the cases provided for in Article 18 of the GDPR, the limitation of treatment;
- to receive personal data concerning you in a structured, commonly used and readable format by an automatic device and request their transmission to another holder, if technically feasible.

Furthermore, you have the right to object at any time to the processing of your data carried out for the pursuit of a legitimate interest of the Data Controller. In case of opposition, your data will no longer be processed, unless there are legitimate reasons for the processing prevailing over the interests, rights and freedom of the Data Subject or for the establishment, exercise or defence of a right in the Court.
With reference to the processing of data for marketing and profiling purposes, you may withdraw your consent at any time or oppose its processing by writing an e-mail to ccbf@bfchina.net. The withdrawal of your consent will not affect the lawfulness of the processing based on the consent given before withdrawal.
Finally, pursuant to Article 77 of the GDPR, we remind you that you have the right to lodge a complaint with the competent Data Protection Authority, in the event that you believe that your rights have been violated under the terms of the GDPR.

CONSENT TO THE PROCESSING OF PERSONAL DATA

Having read the above Information, you expressly consent to the processing of personal data in the manner indicated therein for:

a. development of statistical and market studies and research (e.g. sending out customer satisfaction questionnaires)

I agree • I do not agree • Date and place..... Signature X

b. fulfilments connected with the profiling activity carried out by Ronbo

I agree • I do not agree • Date and place..... Signature X

c. fulfilments connected with the marketing activities carried out by Ronbo

I agree • I do not agree • Date and place..... Signature X

d. sending your data to companies and third parties

I agree • I do not agree • Date and place..... Signature X

To be returned to BolognaFiere together with the "APPLICATION FORM"