

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR



# CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR 13 - 15 November 2020

SHANGHAI WORLD EXPO EXHIBITION & CONVENTION CENTRE  
[www.ccbookfair.com](http://www.ccbookfair.com)

Powered by  
 Bologna Fiere

Illustration courtesy of Gui Tuzi, Grand Award China  
of the 2019 Golden Pinwheel Young Illustrators Competition

与世界和未来在一起 Embracing the future



## CCBF–A Welcoming Cultural Gathering

In the first half of 2020, the coronavirus pandemic dragged the world into an unprecedented crisis that has affected all aspects of our lives. It is severely hitting the children's book publishing industry and children's content trade, causing major book fairs, award ceremonies and literary events around the world to be cancelled.

Nevertheless, **the CCBF Team is working hard to welcome the international children's book community to its usual business environment.** In addition to our traditional fair and its multifaceted program of exhibitions and events, we are innovating to adapt to the current challenges and are happy to announce **the CCBF "BOOK SHOWCASE": a brand new offer for those who are not able to exhibit in person at the event in Shanghai.**

CCBF is a major annual gathering of 'book makers' where one can submerge in an open atmosphere rich in cultural exchange. Through professional seminars, meetings and dynamic activities, participants engage in learning and sharing, creativity and inspiration.

In a few words, CCBF is an unmissable appointment to liaise and do business with Asia Pacific children's publishers.

**That is why CCBF 2020 has prepared a new format of participation to help the international publishers to perform on the CCBF stage and enjoy its business opportunities in case they prefer not to travel abroad.**

Given the current uncertainty about the situation in the second semester of 2020, the CCBF Team is opting for maximum flexibility to support international publishers in every possible way. The "Book Showcase" formula will also be offered as a substitute to clients who are scheduling to come to Shanghai as full exhibitors, in the eventuality that their travel plans are altered at a later stage.

与世界和未来在一起 Embracing the future

## Book Showcase for international publishers

Located at the **Copyright Zone**, the **Book Showcase** will give international publishers the opportunity to exhibit their titles, be included in the e-catalogue and all print and online promotional materials of the fair and, above all, get the support of the CCBF onsite dedicated staff, who will connect each participant to the rest of exhibitors and visitors interested in their books.

All in all, the Book Showcase is a chance to enjoy full exhibitor's benefits remotely and give excellent exposure to your contents.

**The Book Showcase participation fee is € 260 and includes:**

- **4 sloped shelves** to exhibit your titles selection.  
1(L) \*0.3(W)m/sloped shelf
- **1 lettering company name fascia board.**
- **Wall graphic design** provided by the exhibitor.  
1(W)m\*2.5(H)m\*2 places
- **Valuable contacts:** our onsite staff will collect visitors' enquiries and contacts for you.
- **Access to the online matchmaking system** to connect with other exhibitors and professional visitors of CCBF 2020.
- **Exposure** in the on-line and off-line promotional materials.
- A soft copy of **Official e-catalogue.**



\* Rendering for reference. Located at Copyright Zone, Nov. 13-15 only for professional visitors

与世界和未来在一起 Embracing the future

# 2020 Fair Map

**Book Showcase**  
located at Copyright Zone



## Copyright Zone

Copyright Exchange,  
Import/Export,  
International  
Partnerships,  
Professional Seminars  
and other B2B Events

November 13-15  
open to professional  
visitors only

## Hybrid Zone

Copyright, Distribution,  
Channel, Partnership,  
Promotion, Retail

November 13  
open to professional visitors only  
November 14-15  
open to all visitors

## Public Zone

Promotion,  
Retail

November 13-15  
open to all visitors



## Area for Special Programmes

November 13-15 open to all visitors

Hall 1 located on the ground floor

与世界和未来在一起 Embracing the future



# The only fair in Asia Pacific fully dedicated to books and specific contents for children



7<sup>th</sup> edition 2019



**25,000** square metres

**418** exhibitors from **32** countries and territories

**16,145** professional visitors

**102** official guests which **57** guests are from aboard

**5** featured exhibitions



**40,978** visitors from **50** countries and territories

**345** professional programme events and reading promotional events

**400,000+** website monthly visits

**100,000+** followers on Wechat

**10,000+** followers on Weibo

**1,900+** media coverage worldwide

**110,000+** e-newsletter subscriptions worldwide



与世界和未来在一起 Embracing the future

## Contact us

### 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.



### OVERSEAS:

BolognaFiere S.p.A.  
Ms. Mariaelena Schiavo  
T: +39-051282298  
E: ccbf@bolognafiere.it

### GREATER CHINA

(INCLUSIVE OF HONG KONG, MACAU, TAIWAN):

Ronbo BolognaFiere Shanghai Ltd.  
Ms. Juju Zhu  
T: +86-21-6190 7300\*512  
E: ccbf@bfchina.net



### FOLLOW US ON:

[www.ccbookfair.com](http://www.ccbookfair.com)

#ccbookfair

