2018 China Shanghai International Children’s Book Fair (CCBF)
The children’s books market in China
The Children’s book market in China

According to the 2017 Chinese Retail Book Market Report, the value of overall Chinese book retail market was 80 Billion RMB in 2017. Children’s books account for 24.64% of the total sales of books.

China has a big appetite for children and young adults’ books. Over 40,000 titles of children’s books are published every year in China. This is by far the largest figure in the world. China has 367 million children and young adults. More than 800 million books are printed every year, and there are nearly 300,000 titles of children’s books in the market currently.

China boasts a growing children’s book market. The number of middle-class families is rising steadily. A greater commitment to encourage their children to read is one of the defining traits of these middle-class Chinese parents. It has also become easier than ever for parents to buy books through retail websites such as Taobao, Amazon, and Dangdang. As a result, the children’s book market is growing at 10 to15 per cent a year in China (source: Publishers Weekly).

The two-child policy recently introduced by China’s central government is another reason why the Chinese market is expanding so rapidly. Fertility rate has increased, and so has the number of potential young readers. A new generation of educated and well-read parents also contributes to the growth of the children’s book market in China.
Fair Introduction
General Information

Dates: 09-11 November 2018
Time: 09 November, 09:00 - 17:00 (Friday)
10 November, 09:00 - 17:00 (Saturday)
11 November, 09:00 - 16:00 (Sunday)
Venue: Shanghai World Expo Exhibition and Convention Center - Hall 3
Address: No. 1099, Guozhan Road, Pudong
New Area, Shanghai, China
China Shanghai International Children’s Book Fair (CCBF)
- the only book fair fully dedicated to books and other content for children in the Asia Pacific

The first CCBF was held in 2013. After five successful editions, CCBF has quickly become an important event for the global publishing industry. The fair provides a leading copyright exchange hub for children’s books. It plays an important role in promoting Chinese children’s literature internationally and reading culture among young children.

CCBF has successfully brought together nearly 300 exhibitors and participants from many professional backgrounds. Over 30,000 people participated in the three day event last year. Participants include illustrators, designers, publishing agencies, authors, literary agents, translators, content developers, packers, printers, distributors, wholesalers, retailers, education and training institutions, cultural institutions, librarians, teachers and children’s book lovers.

Other than the exhibition itself, the fair offers a wide range of activities. Some of the notable activities are the Golden Pinwheel Young Illustrators Competition and Exhibition, the Chen Bochui International Children’s Literature Award, the Author’s Festival, the Shanghai Visiting International Publishers Programme (SHVIP), other professional seminars and events to promote reading.

In 2018, CCBF is opening a magnificent new chapter by collaborating with Bologna Children’s Book Fair (BCBF). Organized by BolognaFiere, the BCBF is the largest children’s literature fair in the world and has a history of over 50 years.
Five Enhanced Features

- Copyright Trade, International Exchange
- Publication and Distribution, Multi-channel Content Marketing and Promotion
- Recognizing and Recommending Outstanding Works and Talents, Discovering and Cultivating New Talent
- Promoting Reading, Connecting the City
- Developing Merchandise, Fostering Collaboration between Industries
What’s New in 2018

- **A professional international team**
The fair’s operational team is joined by professional staff from Bologna, Italy and Shanghai, China. The Bologna Children’s Book Fair (BCBF) is responsible for promotion and sponsorship acquisition internationally. The team is equipped with leading professional knowledge and international resources, as well as rich experiences in organizing book fairs.

- **Substantially increasing the quantity and quality of international exhibitors**
CCBF will provide a platform to enhance international exchange, introducing Chinese work to a global audience and bringing foreign work to China.

- **Introducing more international high-profile guests**
CCBF will present award-winning books from past BCBFs. Professionals working in the children’s literature industry in China will have a chance to learn from their counterparts from overseas.

- **Making the CCBF awards internationally renowned**
Through diverse promotional channels at both national and international levels, the CCBF awards will be vastly promoted and a distinctive brand of the CCBF activities will be successfully established.

- **A chance to explore distribution strategies, digital marketing and collaboration between different sectors**
The rise of online shopping and social media has changed the ways books are distributed and marketed. CCBF will provide new insight into digital marketing, community marketing, collaboration between different sectors and other emerging purchasing trends.

- **Encouraging commercial cooperation between publishing, education, cultural and art institutions**
CCBF will invite representatives from educational institutions in Shanghai and surrounding areas, including training institutions, libraries, picture book libraries, cultural and artistic venues, children’s theaters, and more.

- **Connecting the city and empowering Shanghai**
During the fair, a selection of popular bookstores, libraries, early childhood institutions, and children’s educational institutions in Shanghai will host CCBF’s extension events. A series of diverse and vibrant cultural activities will be held all over the city.
Who’ll exhibit

Publishing Houses
Digital Publishers
Audio Publishers
Agents (Copyright, Literature, Translation)
Content Developers
Distributors
Wholesalers and Retailers
Printers and Packagers
Professional Service Providers
Education and Training Institutions
Film Production and Cultural Institutions
Software and Game Companies
Teaching Materials and Cultural Products
Intellectual Property Companies
Who’ll visit

Authors
Illustrators
Translators
Publishing Houses
Copyright, Literature, Translation Agencies
Copyright, IP, Content Buyers
Distributors
Booksellers
Printers and Packers
Professional Services Providers
Education and Training Institutions
Art and Cultural Institutions
Merchandisers, Investors, and Franchisees
Press, Associations, Government Institutions
Children’s Book Lovers
Children’s Literature Lovers
CCBF continues to organize conferences and seminars around four major themes: business practices, promoting reading culture, workshops with masters, and thinking digitally. Speakers include specialists on publishing, digital marketing, social media and content creation. These events aspire to promote communication and cooperation between professionals, and share the latest children’s literature industry trends with all attendees.

A key feature of CCBF is the Golden Pinwheel International Young Illustrators Competition for young illustrators. In 2017, the competition received 3,655 entries from 778 emerging artists around the world.

A selection of 50 entries will be showcased at CCBF for international publishing houses, film studios and media companies. They will also be included in the fair’s illustration yearbook.
The award is one of the longest running literary prizes in China, as well as one of the most important awards presented by CCBF. Founded in 1981 by the Shanghainese children’s writer, Chen Bochui (1906-1997), it honours authors, illustrators and professionals of children’s literature who have made a great contribution to children’s literature in China and the rest of the world.

Shanghai Visiting International Publishers Programme (SHVIP)

SHVIP provides an unique opportunity for international publishers to visit Shanghai and explore its thriving children's publishing market. The programme will show publishing professionals Shanghai’s publishing houses and libraries, and they will participate in the vibrant activities of the children’s book fair. It also enables CCBF exhibitors and trade visitors to communicate and talk about business with the invited publishers.

Author’s Festival

The Author’s Festival brings together renowned authors from China and overseas. Through seminars, reading clubs and book signing sessions, the authors will interact with publishers and readers during the three day fair.

Accompanying Programme

Chen Bochui International Children’s Literature Award

The award is one of the longest running literary prizes in China, as well as one of the most important awards presented by CCBF. Founded in 1981 by the Shanghainese children’s writer, Chen Bochui (1906-1997), it honours authors, illustrators and professionals of children’s literature who have made a great contribution to children’s literature in China and the rest of the world.
**Fair Map**

- **Public Zone**
  - Promotion Retail
  - 9-11 Nov. 2018 open to all visitors

- **Hybrid Zone**
  - Copyright, Distribution Channel, Collaboration Promotion, Retail
  - 9 Nov. 2018 only open to trade visitors
  - 10-11 Nov. 2018 open to all visitors

- **Copyright Zone**
  - Copyright Trade Collaboration
  - 9-11 Nov. 2018 only open to trade visitors

**Area for Events & Special Programmes**

- 9-11 Nov. 2018 open to all visitors

Hall 3 (located on the 2nd floor)
Fair Promotion
Fair Promotion

Domestic Promotion:

- **E-Newsletter**
  20,000+ domestic professional contacts

- **Website & Social Media**
  - CCBF official website: 400,000+ monthly visitors
  - CCBF social media: WeChat account with 96,000 followers
  - WeChat/Weibo KOLs, Apps and other digital marketing channels: 500+ posts in total

- **Media Coverage**
  - 40+ Chinese industry media outlets in culture & publishing
  - 100+ mainstream news networks and mass media outlets
  - 300+ press releases in total

- **Participation in Major Domestic Book Fairs & Events**
  The organizer plans to promote CCBF at the nation’s most important book fairs and trade shows relevant to Children’s content, as well as conferences and summits on Children’s publishing and other industry events.
Fair Promotion

International Promotion:

E-Newsletter
60,000+ international professional contacts

Website & Social Media
- BCBF official website: 1,000,000+ monthly visitors
- BCBF social media:
  - Facebook: 35,000 followers
  - Instagram: 14,000 followers
  - Twitter: 9,000 followers
  - LinkedIn: 4,500 followers
- BCBF official APP: 20,000 users
- Global digital marketing

Worldwide Media Outreach
1,000+ global industry media outlets

Participation in Major International Book Fairs & Events
- Dedicated CCBF promotion area during:
  - March 2018: Bologna Children’s Book Fair
  - May 2018: New York Rights Fair
- The organizer plans to promote CCBF at the world’s leading book fairs, including Taipei International Book Exhibition, London Book Fair, Frankfurt Book Fair and so forth.
Fair Organization
Fair Organization

Approved by:
State Administration of Press, Publication, Radio, Film and Television

Organized by:
Shanghai Press & Publication Administration
China Education Publishing & Media Group Ltd.
China Universal Press & Publication Co., Ltd.

Co-organized by:
Shanghai Bolong Culture Development Co., Ltd. (preparatory period)*
* the joint venture between Shanghai XinHua Distribution Group Co., Ltd., China Education Publishing & Media Group Ltd., China Universal Press & Publication Co., Ltd., and BolognaFiere S.p.A.

Powered by:
BolognaFiere S.p.A.
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