

**BolognaFiere announces new dates for
Bologna Children's Book Fair - June 2021 -
and the new BolognaBookPlus
opening up the trade show to the whole publishing industry**

Bologna, 17 November 2020 - BolognaFiere has announced new dates for its Bologna Children's Book Fair, the world's premier children's publishing b2b trade show: **14 to 17 June 2021** and Bologna Licensing Trade Fair will be held from **14 to 16 June 2021**. The concomitant Bologna Licensing Trade Fair will be held from **14 to 16 June**.

Commenting on the postponement, BCBF Exhibition Manager, **Elena Pasoli** said: *"We continue to work under truly exceptional circumstances, and yet again, the publishing world has proved extremely resilient. The market for children's books has become of prime importance and so we are glad to be able to postpone the fair for what we trust will only be for the 2021 edition. After that we hope to hold the trade show as usual in April"*.

As well as the later date for BCBF 2021, BolognaFiere has also announced it will extend its reach with its new programme **BolognaBookPlus**: a conference and exhibition area dedicated to the publishing industry in general. Its Guest Director will be Jacks Thomas. She and her team will be in charge of this important new addition to the BCBF.

In the words of **Marco Momoli**, Culture Business Unit Director at BolognaFiere: *"Bologna Children's Book Fair is a brand of world renown, so we're understandably proud of everything we've achieved over the last fifty years. Publishing is going from strength to strength and we must do likewise, continuing to be the place the world looks to when it comes to children's publishing. As expertise in publishing, digital developments and entertainment become increasingly interconnected, we are particularly happy to reflect this in our trade-show offering, and very glad to welcome Jacks who, as Guest Director, will be in charge of this process"*.

*"I feel privileged – said **Jacks Thomas** – to have the opportunity to work with the fantastic BCBF team and BolognaFiere on BolognaBookPlus. Children's publishing is often a springboard for many things, triggering innumerable innovations and providing access to different kinds of audiences. It's also great to be able to work with talented colleagues here in the United Kingdom. Bologna in June is really enjoyable and I hope that bringing the world market to this versatile place will be a great opportunity we can all look forward to after being deprived of book fairs in Europe for so long"*.

While in-person publishing trade shows were off the 2020 calendar in the Western world, BolognaFiere, through Ronbo BolognaFiere Shanghai Ltd., co-organised the China Shanghai International Children's Book Fair (CCBF), together with Shanghai Xinhua Distribution Group Co., Ltd., China Education Publishing & Media Group Ltd., and China Universal Press & Publication Co., Ltd Shanghai. The event was a great success. 350 exhibitors, of which 150 international operators from 21 countries and regions took part, and some 18,963 visitors enjoyed a rich programme of more than 300 online and offline events.

Note for press editors:

About BCBF

Bologna Children's Book Fair is the world's premier copyright trade show for books and content for children and young adults. It is attended by 1,500 exhibitors and visited by approximately 30,000 publishing professionals from around 100 countries. Started in 1964, each year BCBF attracts a unique yet variegated international public to Bologna, Italy, made up of publishers, agents, developers, illustrators, writers, bookstore owners, librarians and other professionals not only in the publishing industry but also from the multimedia and children's content licensing sectors.

About BolognaFiere

BolognaFiere S.p.A. is one of Europe's major trade-show organisers with a slate of 85 events. A leader in the b2b market in many different sectors - art, children's publishing, cosmetics and personal care, agricultural machinery and agri-food, the automotive industry, building and construction, and design – BolognaFiere has also developed an enviable portfolio of international trade shows in key markets like Russia, North America and Asia, including China where it has 8 trade shows already in operation.

About BolognaBookPlus

BolognaBookPlus is a new initiative launched by BCBF aimed to reach out to the wider publishing world. An international conference and dedicated exhibition area will be organised in concomitance with the prestigious Bologna Children's Book Fair, from 14 to 17 June 2021. BolognaBookPlus will be led by Jacks Thomas, who as Guest Director, will work together with her British team in close partnership with the BCBF and BolognaFiere teams.

As was seen last year, the publishing sector has proved not only resilient but also able to adapt. 2020 saw accelerated change and an equally urgent need to focus on priorities. Worldwide, the industry is facing new and different challenges while the ongoing debate on the future of books their production, distribution and accessibility has become even more pertinent. Addressed to all publishing professionals, the international conference aims to examine the major challenges facing the industry now and in the near future. These include ongoing business model changes, technology, accessibility, sustainability and inclusivity.

The conference will be addressed by speakers of international renown while the exhibition area will be an opportunity to broaden the international publishing industry's presence in Bologna.

About China Shanghai International Children's Book Fair

China Shanghai International Children's Book Fair is the only trade fair in the Asia-Pacific to deal exclusively with children's publishing and content. Now in its 8th edition, the CCBF has become the go-to place for international copyright business in the field of content for children and young adults in the 0-16 age bracket. Through Ronbo BolognaFiere Shanghai Ltd., BolognaFiere co-organises the CCBF, together with Shanghai Xinhua Distribution Group Co., Ltd., China Education Publishing & Media Group Ltd., and China Universal Press & Publication Co., Ltd.

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