

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR

Latest news, future perspectives and different views of the publishing market at the most important children's book fair of the Asia Pacific Region

The three-day 7th China Shanghai International Children's Book Fair (CCBF) was successfully closed. As the only book fair in Asia Pacific fully dedicated to books and other contents for children, CCBF has done a great job with its real data and fruitful results, proving to be a good platform for promoting children's reading, developing original children's literature, and exchanging cultural works and copyright.

The CCBF 2019 has an exhibition area of 25,000 square meters, with 418 exhibitors and 102 guests from 32 countries and territories coming to Shanghai, including 186 overseas exhibitors and 57 overseas guests. Besides, 345 professional programme and reading promotion events are held, having reached 40,978 visitors including 16,145 professional visitors, further demonstrating the leading position of the book fair as a big platform in the industry.

Enabling Shanghai to be a new international copyright trade and publishing cooperation & exchange central city through deepening copyright cooperation and fostering original strength

Thanks to the strategic cooperation with Bologna Children's Book Fair, CCBF has become one of the two professional children's book exhibitions in the Europe and Asia, creating a broader space for children's book publishing culture in China to go out as well as a platform for foreign children's book publishing culture to come in. By gathering the world's best children's publishing cultural works, writers and professional resources, it will bring a more active and open international exchanges.

Before the opening of the fair, all Chinese and foreign publishing organizations have begun to prepare for the meeting, recommendation and negotiation, in order to reach copyright transactions. After three-day communication and negotiation, all exhibitors from home and abroad got good gains in the Book Fair. According to preliminary statistics, there 1,498 China and foreign copyright trade agreements intention reached.

As one of the pioneers conducting "going global" in the field of children's book copyright, China Children's Press & Publication Group (CCPPG) has reached 96 copyright exporting intention with publishers from Spain, Russia, South Korea, Japan, Malaysia and other countries. This year the 20-year-old Shanghai Century Publishing Group with its 12 publishing houses - to organise a series of original boutique copyright promotion transactions. During the fair, 105 copyright importing intents and 31 copyright exporting intents were reached. The CITIC Children's Book, which is dedicated to telling good "Chinese Stories" to global children, has also achieved fruitful results. It reached a total of 80 copyright output intentions. Meanwhile, the original Chinese works were splendid, with 63 original exhibitions and new book conferences.

Professional forums reveals the direction of the industry through releasing various data reports and explaining the trend of global children's book industry

On the first day of the fair, the Global Audio Book Market Report and China Market Analysis Forum was well-attended. In this forum, Ms. Helena Gustafson, Global Publishing Director of Storytel Audiobooks in Sweden, said that the audiobook market has great potential, with the US market in 2018 closing to \$1 billion, and the current growth rate of 30%-40%. The demand for audio books by consumers in the Nordic Region is also growing rapidly. Mr. Chen Qiang, head of Qingting FM Operations Management Department, explained the development achievements and trends of China's audiobook market: China's online audio subscribers grew by 22.1% in 2018, faster than the growth of mobile video and mobile reading industry; judging from the future trend, the children's audio market will lead the audio segmentation market. With the advent of 5G technology and a lower traffic fees, long video will occupy more time of users, so the audio will play a greater value at that time.

Subsequently, the China South Media Industry Research Institute released the "2019 Children's Reading Industry Investment Report", which shows that market sinking, convergence development, and IP derivatives are still the trend of the future children's book publishing market. The report also judges the future of children's content and reading industry - first of all, the children's population maintains growth, and the market scale is further expanded; secondly, policy supervision will be tighter, and the K12 campus content layout will be adjusted; thirdly, business model innovation driven by technology will enable new investment logic; Fourthly, high-quality content will become the "moat" of the leading enterprises in the segment of audio knowledge payment. At the same time, with the

importance of intellectual property rights being highlighted, user's awareness of genuine will be further awakened, and the value of high-quality content will become the fund source of the children's content.

In the global children's book publishing market data and trend forum, Nielsen data shows that the children's book were sold in total of 168 million copies in 2018 in countries like Australia, New Zealand, Spain, Ireland, South Africa, UK, Italy, Brazil, India; in which, UK's children's book market was the largest, with 63.4 million copies; followed by Spain, Australia and Italy, all with more than 25 million copies. In addition, in the book market in Australia, New Zealand and Spain, the children's market accounts for more than 40%. Among the children's book market in these countries, the best-selling categories are mainly children's literature or preschool enlightenment books and picture books. Beijing Open Book Information Technology Co., Ltd. released a report of "Analysis of the Retail Market of Children's Books from January to September in 2019", which pointed out that the scale of China's children's book retail market continued to grow, increasing 17.2% year-on-year, accounting for 26.05% of the sales code in the overall book market. In terms of the online and offline channels, the physical store still showed a large negative growth, with a year-on-year growth rate of -6.55%; the online store growth rate increased slightly on the basis of the first half of the year, reaching 27.21%, continuing to drive the overall market growth.

Dangdang cooperated with iResearch to publish the "Children's Growth, Parents' Anxiety - 2019 Growth Anxiety White Paper" at CCBF. The data showed that 91.5% of parents were anxious about their children's problems; but among various factors under "make parents feel that life is full and meaningful, "children" topped the list with 85.2%. By releasing this report, Dangdang hopes that parents can re-recognize themselves and learn to let it go; spend more time with their children and enjoy the reading time.

Enhancing the brand cohesion of CCBF through various events

In this CCBF, a series of awards and professional events have drawn extensive attention from the industry and a wide range of readers, promoting the brand development of CCBF and the communication between the home and abroad.

2019 Golden Pinwheel Young Illustrators Competition released the results on the first day. The Golden Pinwheel Grand Award (China) went to GuiTuzi (China) and the Golden Pinwheel Grand Award (International) went to Guilherme Karsten (Brazil). Rômolo Eduardo

D'Hipólito (Brazil), Li Jingxin (China), Miguel Pang Ly (Spain), and Zhao Niaoer (China) won the Golden Pinwheel Illustration Special Mentions. Stefano Di Cristofaro (Venezuela) won the People's Choice Award.

SHVIP is a unique publishing cultural exchange event of CCBF, which is also the first international publisher visit program dedicated to children's publishing in Asia. This year, a 6-day exchange was held among 11 members from countries like India, Mexico, US, the Netherlands, Ukraine, Denmark, Australia, France, Iran and Italy, and China publishers. They visited the 'Shanghai Juvenile and Children's Publishing House, China Welfare Institute Publishing House, Hsin-yi Picture Book, Guangxi Normal University Press, 99read, zzzcetistar Bookstore, Shanghai Book City, etc., and deeply investigated the local children's books and parent-child reading market, having a personal experience and understanding of the children's book publishing and market in China.

The illustrators survival corner has become a place for Chinese and foreign illustrators to share industry market experience and confusion. The corner was designed for new illustrators and picture book creators who hoped to enhance professional development through exchanging professional knowledge and skills, which was also a communication platform for beginners and experts, being warmly welcomed by Chinese young illustrators and students. In the three-day fair, there were 10 masterclasses, 8 workshops and 40 portfolio reviews in the corner. Up to now, the number of illustrators who entered the illustrators survival corner has reached 1,795.

The "Pop-up Show: The Magic inside Books" showed 130 collections in 10 historical stages, which was a highlight of this fair. These books were all selected from the collection of 5,000 pop-up books of the Italian collector Massimo Missiroli. The exhibition specially equipped with reading area, where the readers can experience the magic of pop-up books with white gloves. From the American version of *Pinocchio* in 1932, known as the "first real pop-up book", to the *Alice in Wonderland* with arch bridge design, and to the *Havoc In Heaven* made in new plastic material by China, these exquisite pop-up books bring us a magic micro-world which is full of imagination and beauty. The traditional pop-up book design requires a lot of labor. At present, with an increasing enthusiasm of Chinese people on pop-up books and the continuous development of China's online shopping platform, the pop-up books market will be better and better. After the book fair, the pop-up books exhibition is going to have a China tour, with the first stop to land in Shanghai Aegean Shopping Park.



In 2019, the CICLA Award received 198 children's novels, 136 short stories and 344 picture books originating from 32 countries and territories. The 2019 CICLA Jury is composed of nine children's literature and picture book specialists from Austria, China, Brazil and the United States. The winners of the year were announced on 14 November during a ceremony held at the Baoshan International Folk Arts Exhibition Centre. The Special Contribution Award went to Ren Rongrong (China) - famous children's literature translator, writer and publisher and Leonard S. Marcus (USA) - historian and critic of children's literature. Total 14 books won the Best Novels in Chinese Language, the Best International Picture Books and the Best Short Story in Chinese Language.

In the CCBF Bookstore, you can find all kinds of official events related works, including art, architecture & design children's books, pop-up books, selection of Golden Pinwheel International Youth Illustrator Competition winners' works, selection of international writers' books, selection of Chen Bochui International Children's Literature Award winners' works and other related products. In particular, the limited edition MINI NOTE series notebooks jointly launched by art, architecture & design children's books, pop-up books have become the popular products.

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