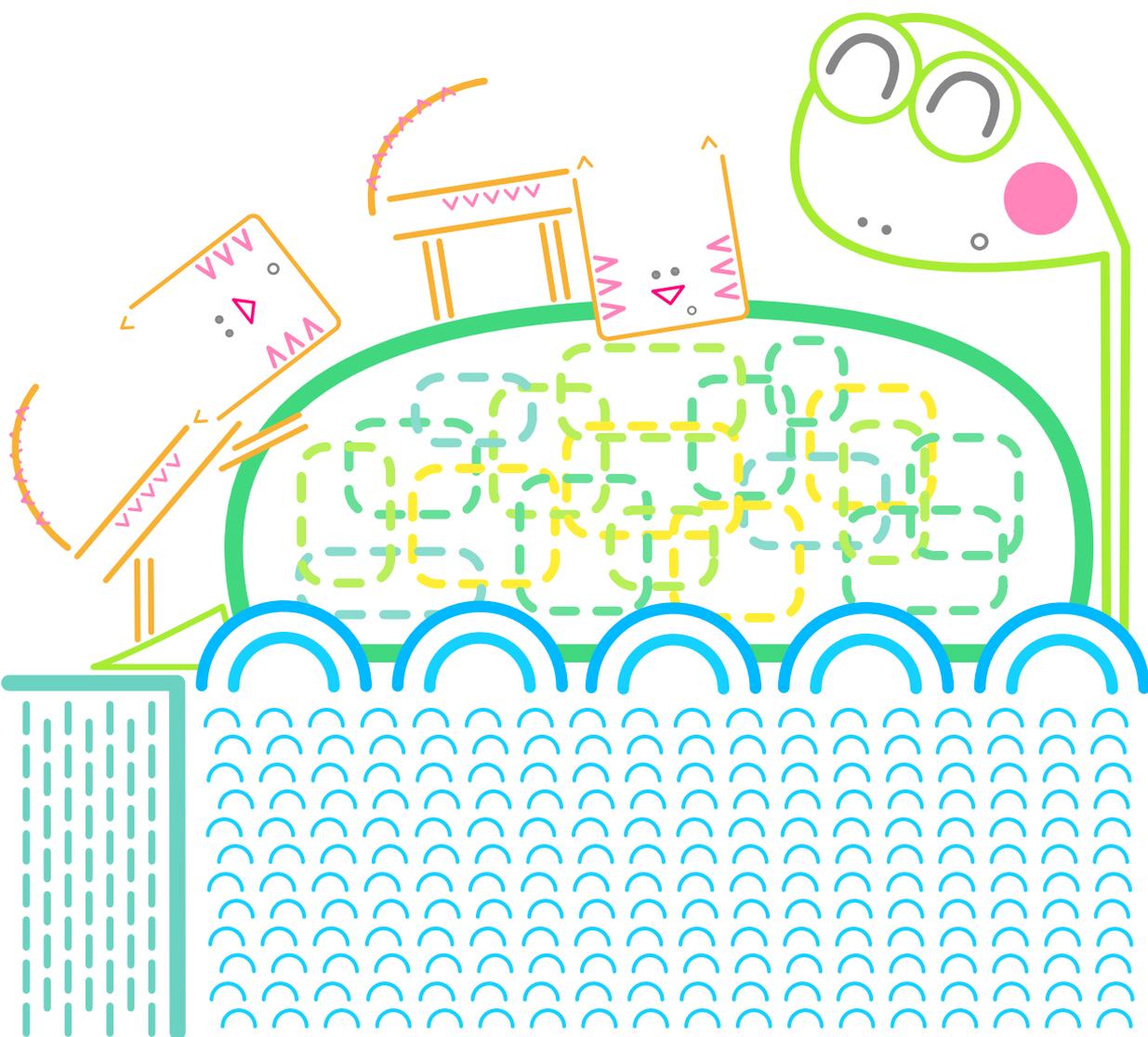




# CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR 15 - 17 November 2019

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

## Post Show Report



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China Shanghai International Children's Book Fair (CCBF) is organised by the Shanghai Press & Publication Administration, the China Education Publishing & Media Group Ltd., and the China Universal Press & Publication Co., Ltd., and co-organised by Ronbo BolognaFiere Shanghai Ltd., with the powerful support of BolognaFiere S.p.A. and Shanghai Xinhua Distribution Group Co., Ltd. CCBF is the only fair fully dedicated to books and specific contents for children aged from 0 to 16 in Asia Pacific which has become an important event for the global publishing industry.

The 7th edition of CCBF took place on 15 – 17 November 2019 at the Shanghai World Expo Exhibition & Convention Centre (SWEECC). CCBF 2019 unfolded over a record space of **25,000** square metres. It brought together **418** exhibitors and **102** guests from **32** countries and territories, including **186** overseas exhibitors and **57** overseas guests. In three days, the total visitors reached a record number of **40,978**, including **16,145** professional visitors from **50** countries and territories. There were also **345** professional programme events and reading promotional events held during the fair.



# Exhibitors Review



CCBF 2019 has gathered even greater international resources by bringing together **418** top exhibitors from **32** countries and territories. Among them, **30%** exhibited at CCBF for the first time. Children's books publishing agencies and professionals from both home and abroad have carried out negotiations on children's books copyright trade extensively and successfully. According to preliminary statistics, about **1,500** China and foreign copyright trade agreements were accomplished during the fair.

## Overall Evaluations by Exhibitors



## Exhibitors' Nature of Business



\* Data from CCBF 2019 Exhibitors Survey  
Multiple choices question, the total is more than 100%



# Visitors Review



In three days, the total visitors reached **40,978** including **16,145** professional visitors from **50** countries and territories, an **18%** increase compared to 2018.

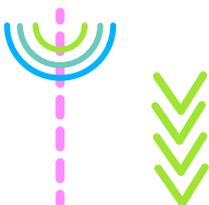
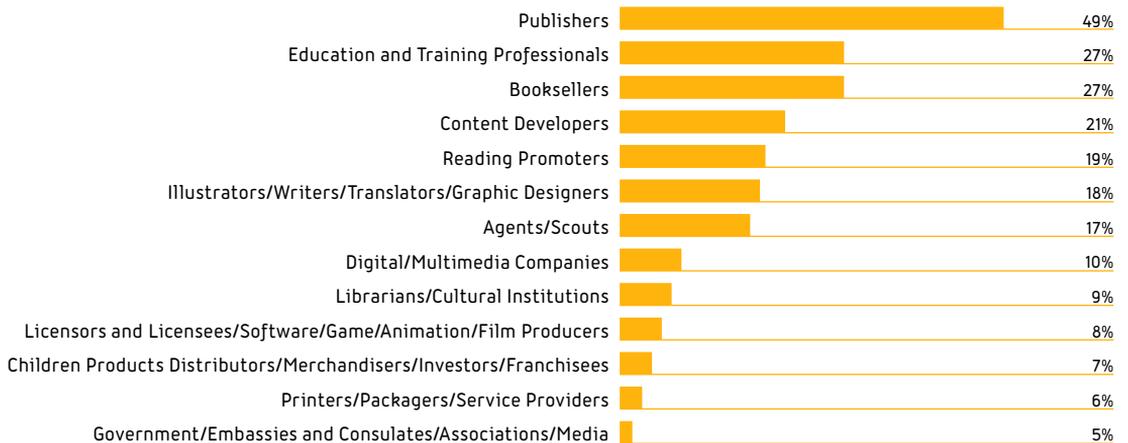
## Overall Evaluations by Visitors



\* Data from CCBF 2019 Visitors Survey



## Visitors' Nature of Business



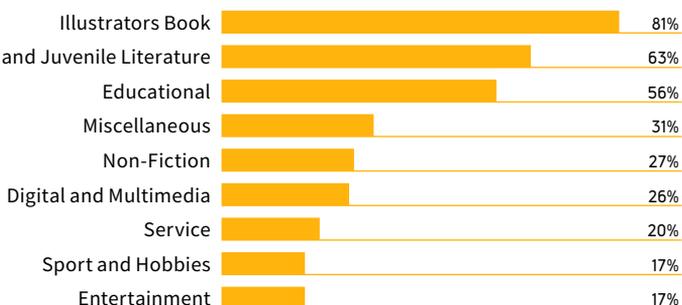
# Visitors Review



## Purpose of the Visit



## Interested in Products/Service



\* Data from CCBF 2019 Professional Visitors Report  
Multiple choices question, the total is more than 100%



# Programme Overview



CCBF 2019 held **345** professional programme events and reading promotional events, including over **30** reading venues outside of SWECC. It brought together **102** official guests including **57** international guests, coming from **23** countries and territories.

## Official Conferences and Seminars



Bringing a compelling mix of academic expertise, business know-how and innovative thinking, the programme offered **10** highly engaging conferences and seminars. The topics included the most updated international and local market data analysis, a global audio-book market analysis, a panoramic seminar about children's books on art, architecture and design, a deep dive into pop-up books with a high-level round table, the research on the market value of China's children's book and content industry, new approaches to bookselling, publishing fiction for young readers, how to raise the readers, digital opportunities for the content, and multi-connected business around children's IP. The programme featured **61** top speakers and attracted **3,008** audiences.



## Shanghai Visiting International Publishers Programme (SHVIP)

SHVIP 2019 received a ground-breaking number of applications, **165** requests from **56** countries and territories. **11** members from India, Mexico, the US, the Netherlands, Ukraine, Denmark, Australia, France, Iran and Italy participated in a 6-day exchange in Shanghai. They visited the Children's Press, China Welfare Institute Publishing House, Xinyi Picture Book, Guangxi Normal University Press, 99read, Zzcetistar Bookstore, Shanghai Book City and CCBF. Through the activities, they gained a rich understanding of the children's book publishing and market in China. In a Total, **130** guests attended the SHVIP Book Pitch Party hosted by the LightSpace—Xinhua Book Store.



# Programme Overview



## Golden Pinwheel Young Illustrators Competition

The 2019 competition received submissions by **1,999** illustrators from **72** countries and territories, marking a **51%** increase compared to 2018.

**50** finalists came from **24** countries and territories. **Gui Tuzi** (China) received the Golden Pinwheel Grand Award (China) and **Guilherme Karsten** (Brazil) received the Golden Pinwheel Grand Award (International). 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.



## Illustrators Survival Corner

The Illustrators Survival Corner is a reference point for all picture book professionals who want to broaden their creative perspectives. In three days, it featured an augmented programme of **10** masterclasses, **8** workshops and **40** portfolio reviews, with 90 tutors and speakers, as well as **1,795** illustrators.



# Programme Overview



## Children + Art, Architecture and Design

CCBF launched the “Children plus” focus, a new stream of events aiming to cast light on a trend, a topical subject, a book category of great influence, or a topic that we shall not forget about or ignore.

The first edition is dedicated to children’s books on art, architecture and design. It showcased **83** original titles from **17** countries and territories. The exhibited books introduced children to the lives of great artists, architects and designers, and offered them a virtual visit through the world’s greatest museums and architecture.

The official conference “Where the Beautiful Things Are—Art, Architecture and Design in Contemporary Children’s Books” was mostly popular during the fair. Publishers and authors from different countries and institutions have discussed together about the importance of art education on children, the trend of titles published in that category and the possibility of cooperation between Eastern and Western countries. The content itself makes people thought-provoking.



## Pop-up Show: The Magic inside Books

Among the **130** books on display, chosen from the approximately 5,000 volumes of the Italian collector Massimo Missiroli, we find the works that have made **10** stages in the history of pop-up books.

These titles include *Pinocchio* by Harold Lentz, (USA 1932) which was the first publication to be called a pop-up book, to an *Alice in Wonderland* book with an arch bridge design and to *Havoc In Heaven* made with new plastic material in China, these exquisite pop-up books presented a magic micro-world full of imagination and beauty.

# Programme Overview



## Chen Bochui International Children's Literature Award (CICLA)

CICLA 2019 received **198** children's novels, **136** short stories and **344** picture books originating from **32** countries and territories. 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), renowned children's literature translator, writer and publisher, and **Leonard S. Marcus** (USA), historian and critic of children's literature. A total 14 books won the Best Novels in Chinese Language, the Best International Picture Books and the Best Short Story in Chinese Language.



## Authors Festival

The Authors Festival is a window for the promotion of the world's most acclaimed children's writers and illustrators. It is synonym of quality children's literature. This year, **17** writers and illustrators participated in the Authors Festival. The Festival provided young readers and other public visitors with seminars, book launches, reading and book signing events. Many of these activities belonged to the Connecting the City programme that took place in different neighbourhoods in Shanghai.



## CCBF Bookstore

The curated CCBF bookstore had offered a selection of titles in relation to the best CCBF programme and guests. The audience could find them onsite, including children's books on art, architecture and design, the Magic inside Pop-up books, the Golden Pinwheel Young Illustrators Competition winners' books, a selection of Authors Festival, CICLA winners' books, gifts and stationary. In particular, the limited edition MINI NOTE series of notebooks have become the best-selling products. They were launched jointly by CCBF, Jiukoushan and Light Space-Xinhua Books, children's books on art, architecture and design, and the Magic inside Pop-up books.



# Programme Overview



## Exhibitors' Events and Connecting the City

During the fair, a total of **309** book releases, promotions and signing activities took place on and off-site.

Chinese and foreign writers, illustrators, artists and other guests also visited the Shanghai Children's Library, Baoshan District Library, Xuhui District Library, Duoyunxuan Art Center, Shanghai Children's Art Theater, Yanjiyou Bookstore, Zhida Bookstore and more than 30 reading cultural venues. With the richness and diversity of children's reading and parent-child reading promotion, CCBF had created a strong atmosphere of "read more, read well, and read good books".

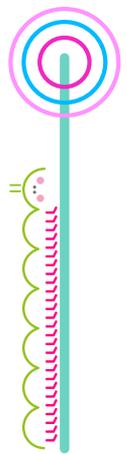


## Media Promotion



CCBF 2019 teamed up with major mainstream media, professional media and public media to conduct in-depth and comprehensive coverage of the fair.

- A total of **198** media to cover CCBF 2019 including 22 industry media, 7 of them are the international media from the USA, France, UK, Japan, Russia and Australia.
- The type of media includes **35** social media, 29 newspapers and magazines, 12 TV/broadcast/video media organisations and 154 online media.
- A total of **586** articles have been published. 30 press conducted 54 onsite interviews.
- The total media value reached **25.81 million** RMB.



# Quotes for CCBF 2019



## Quotes from Exhibitors

We hope that CCBF will continue to be a professional platform for the global children's book publishing industry, bringing a great variety of children's books, to create a new era of happy growth, happy life and comprehensive development for hundreds of millions of children.

**Hao Xianghong (China), Executive Vice President  
China Children's Press & Publication Group**

With more and more diverse and colourful events, CCBF provides an unlimited imaginary space for both professionals in the children's book field and a wide range of children.

**Peng Weiguo (China), Vice President  
Shanghai Century Publishing (Group) Co., Ltd.**

At the time when Dolphin Media celebrates its 20th anniversary, we'd like to express our deep gratitude to the organising committee. Thanks to its professional depth, international vision and orderly organisation, the organising committee provides us, as well as publishers, readers and authors, with a diverse platform to exchange; a window to show Chinese Stories and attract international resources. I hope CCBF will become better and better!

**Zhang Zhiyong (China), Marketing Director, Dolphin Media Co., Ltd.**

Through presenting different kinds of books in multiple angles, this CCBF fully reflects its internationalisation by showing various beautiful, three-dimensional and literary works, creating a wonderful space for creators and illustrators. As an exhibitor, we feel the enthusiasm and thoughtfulness of Shanghai, and the passion of readers – all leave us with a deep impression.

**Li Xin (China), Children's Books Division General Editor, Vice President, Thinkingdom**

Nearly 300 kinds of original children's books brought by China Taiwan exhibitors are loved by many publishing companies in mainland China. The simplified Chinese version of copyright is actively under discussion, and many exhibitors have expressed that they have had a worthy trip.

**Wang Chenghui (China Taiwan), General Manager,  
Chinese Creation Publishing Co., Ltd. (China Taiwan Pavilion)**

This is our 7th time participating at CCBF. It was a busy fair with about 80 meetings, with publishers we continue working with, but also with new good contacts. We were happy to participate.

**Philippe Werck (Belgium), CEO, Publisher, Clavis Publishing**

BookLife Publishing have held a record number of appointments. Three deals have been agreed on the stand at the fair. A deal agreed for £200K in principle with Taiwan China. Happy to attend the fair annually to continue to grow working relationships.

**Maxine Tokelove (USA), Director, BookLife Publishing/The Secret Book Company**



# Quotes for CCBF 2019



As a foreign rights manager promoting the titles by modern Russian authors and illustrators, I am very happy to explore new markets and to have a chance to meet new publishers and partners from China and some other neighbouring countries and regions. It's a great chance to understand the environment and to look for new contacts and possibilities for cooperation. We also expect to find the authors and illustrators to present them to Russian readers.

**Evgeniya Karpenko (Russia), Foreign Rights Manager  
LLC Samokat Publishing House**

I had a great experience at my first CCBF. Everything was well-organised, which made it easy to get around and have many productive meetings. It's great to have a kids-specific fair in China and I look forward to attending again in the future.

**Catherine Kramer (USA), Subsidiary Rights Manager, MacMillan (BOP)**

Centre Pompidou Publishing participated for the first time in CCBF, and we have had a very enthusiastic response from Chinese publishers, curious to discover our books to initiate children to art. The fair is very dynamic and it was for us a fantastic opportunity to meet new partners and consolidate relationships with publishers we already knew.

**Francesca Baldi (France), Sales Officer, Centre Pompidou Publishing Department**

The Australian Collective Stand at CCBF was a busy hive of rights activity in a sophisticated book market. Our Australian publishers and literary agents found exchanges with professionals in the Copyright Zone energetic and engaging, with promising leads not only in sales, but also creative partnerships. CCBF is a unique and valuable platform for Asia-Pacific publishing professionals to gather, share stories and strengthen markets.

**Wenona Byrne (Australia), Arts Practice Director Literature  
Australia Council for the Arts**

We came to CCBF this year with the aim of promoting the Children's Books Festival of Singapore and carrying out some cultural exchange. We have met a lot of publishers and writers at the book fair, and participated in some professional forums, which was really rewarding.

**William Phuan (Singapore), Executive Director, Singapore Book Council**

## Quotes from Guests

Attending the CCBF was a wonderful and informative experience. I had the opportunity to meet many interesting people and understand the Chinese market, as well as sharing insights that Nielsen have on the global markets outside of China.

**Hazel Kenyon (UK), Director of Book Research, Nielsen**



# Quotes for CCBF 2019



It's been very energizing coming to Shanghai and feeling so much enthusiasm, passion and excitement about joining this wonderful children's book world. The UK is a sophisticated, mature children's book market, but it's therefore become quite traditional and what's been fun to see here is countries with a more emerging literacy being excited about the possibilities.

**Julia Eccleshare (UK), Director, Hay Festival**

Wonderful book fair, so well organised and friendly!

**Helena Gustafsson (Sweden), Head of Global Publishing, Storytel**

The SHVIP programme has given me an invaluable insight into the children's publishing market and tendencies in China, reflected upon and experienced with experts from all around the globe.

**Aksel Koi (Denmark), Founder and CEO, PIBOCO (SHVIP)**

The scale of the fair means that we can quickly grasp an overview of the children's book publishing while also providing incredible networking opportunities between international publishers.

**Miriam Rosenbloom (Australia), Publisher, Scribble (SHVIP)**

Our first time in China, first time in Shanghai: a very exciting experience with the pop-up exhibition. So many people visited it at CCBF, children and adults, all very interested in this special and unique kind of book form. We noticed a particular attention in the audience. We think that the pop-up books are going to experience a new important season in China, where the main manufacturing factories are based and where a new generation of paper engineers is coming up with excellent projects.

**Matteo Faglia and Massimo Missiroli (Italy)  
"Pop-up Show: The Magic inside Books" Curators**

The fair is growing and becoming more and more vibrant, not only in the range of publishers, but also in the quality of books on offer. It is a place to meet and greet that should be on the annual agenda for all those working in the field of children's books.

**Liz Page (UK), Executive Director  
International Board on Books for Young People (IBBY)**

Great CCBF and great Golden Pinwheel. This is a wonderful "culture input & output" event in Shanghai. Thanks to more and more book forms and a variety of communication forms, the book fair closes the gap among people. I hope such an international book fair will become better and better; and I believe it will give inspiration to more and more people.

**Yang Zhong (China)  
Director, Picture Book Creation Studio, China Central Academy of Fine Arts  
Jury Member, 2019 Golden Pinwheel Young Illustrators Competition**



# Quotes for CCBF 2019



The dedicated design of CCBF makes me feel the power of cultural integration; through diverse and colourful book exchanges, we will obtain a more foresighted vision. The work that won the first Golden Pinwheel Award is so amazing, obtaining unanimous recognition by five judges. It also represents the highest level of young Chinese illustrators.

**Zhou Xiang (China)**  
Illustrator, President, Eastern Babies Magazine  
Jury Member, 2019 Golden Pinwheel Young Illustrators Competition

## Quotes from Media

I think the fair is extremely well organised and there is a great variety of different publishers represented. Because I am from the UK, I'm delighted there are so many people from my country here and they talk very positively about the event. It seems to be extremely busy, which is great.

**Mark Chandler (UK), Reporter, *The Bookseller***

CCBF is growing up as time goes by. The pop-up exhibition was exceptional. For the French children's books publishers, CCBF is now an important appointment in the autumn with their Chinese and Asian publishers, like Bologna in spring. Business rights are going well and the French stand is always an attractive place. The fellowship showed that Chinese illustration has a part to play in the world and the book pitch at the Light Space Bookshop showed that Shanghai is the city of books.

**Claude Combet (France), Journalist, *LivresHebdo***

One way to measure the success of a book fair is by the number of its new exhibitors and, more importantly, by the number of its returning exhibitors. On both counts, CCBF has proven to be successful in putting together an event that is attractive and beneficial to children's book players local and international. Well done!

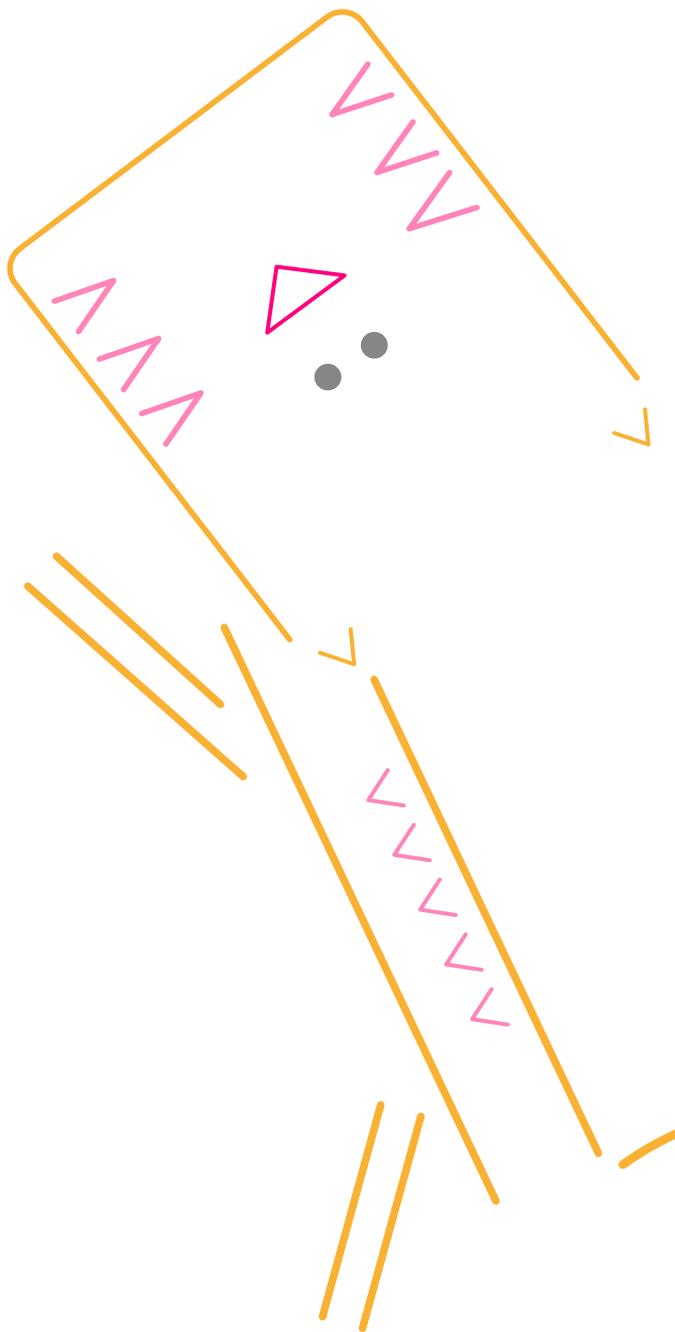
**Teri Tan (USA), International Correspondent, *Publishers Weekly***

The expertise of the Children's Book Fair is unparalleled. From the number of exhibitors, book quality and popularity of the forum, it can be seen that the fair provides an excellent platform for industry professionals to communicate. For readers, this is more like a "carnival party". Everyone is immersed in it. More and more exhibitors from outside of the traditional book industry are joining us. Let us see more possibilities for children to read in the age of media change. We can also see the sharpness and insight of the fair in leading the industry.

**Xu Weiji (China), Reporter, *International Publishing Weekly***

This is my fifth time attending the CCBF, I find it very fascinating that the fair is getting more and more international, with more countries along the Belt and Road participating. I especially enjoy the forums and the panel discussions, which always release important information and figures vital to the industry, and I'm happy that China Publishers had the opportunity to hold a key forum again this year together with the fair, which was highly praised by the audience. The children and their parents are also satisfied, judging by the smiles and happiness on their face.

**Bai Jing (China), Vice President, *China Publishers***



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