

CHINA SHANGHAI INTERNATIONAL CHILDREN'S BOOK FAIR



2020 China Shanghai
International Children's Book Fair
Post-show Report

Exhibition Review

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General Information

China Shanghai International Children's Book Fair

(CCBF) is approved by the Shanghai Press & Publication Administration, organised by Shanghai Xinhua Distribution Group Co., Ltd, 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 steady support of BolognaFiere S.p.A. CCBF is the only fair fully dedicated to books and specific contents for children aged from 0 to 16 in Asia Pacific and has become an important event for the global publishing industry.

The 8th edition of CCBF took place on 13–15 November 2020 at the Shanghai World Expo Exhibition & Convention Centre (SWEECC).

25,000 square metres



21 countries / territories **386** exhibitors

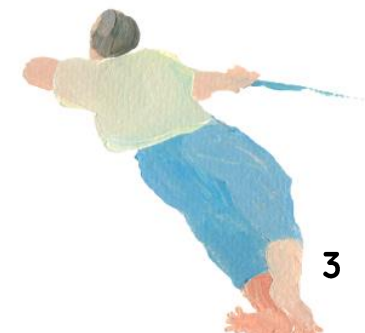
17 countries / territories

18,963 visitors **8,305** professional visitors

12 countries **83** speakers and guests **57** professional events



249 reading promotion activities



Exhibitors Review

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Exhibitors Review

This year, CCBF brought together **386** leading publishers and children's content players from **21** countries and territories, including South Korea, Canada, Italy, France, the United Kingdom, the United States, the Netherlands, Finland, Norway, Russia, Germany, Spain, Portugal, Switzerland, Belgian, Australia, Thailand etc. **99** international companies were exhibiting at CCBF, which also comprised stands and booths by **287** Chinese publishing key players.

Overall Evaluation by Exhibitors*

93% Exhibitors gave a rating of good to excellent

98% Exhibitors would recommend CCBF to their business partners and friends

96% Exhibitors plan to participate again in 2021

*Data source: 2020 CCBF Exhibitors Survey



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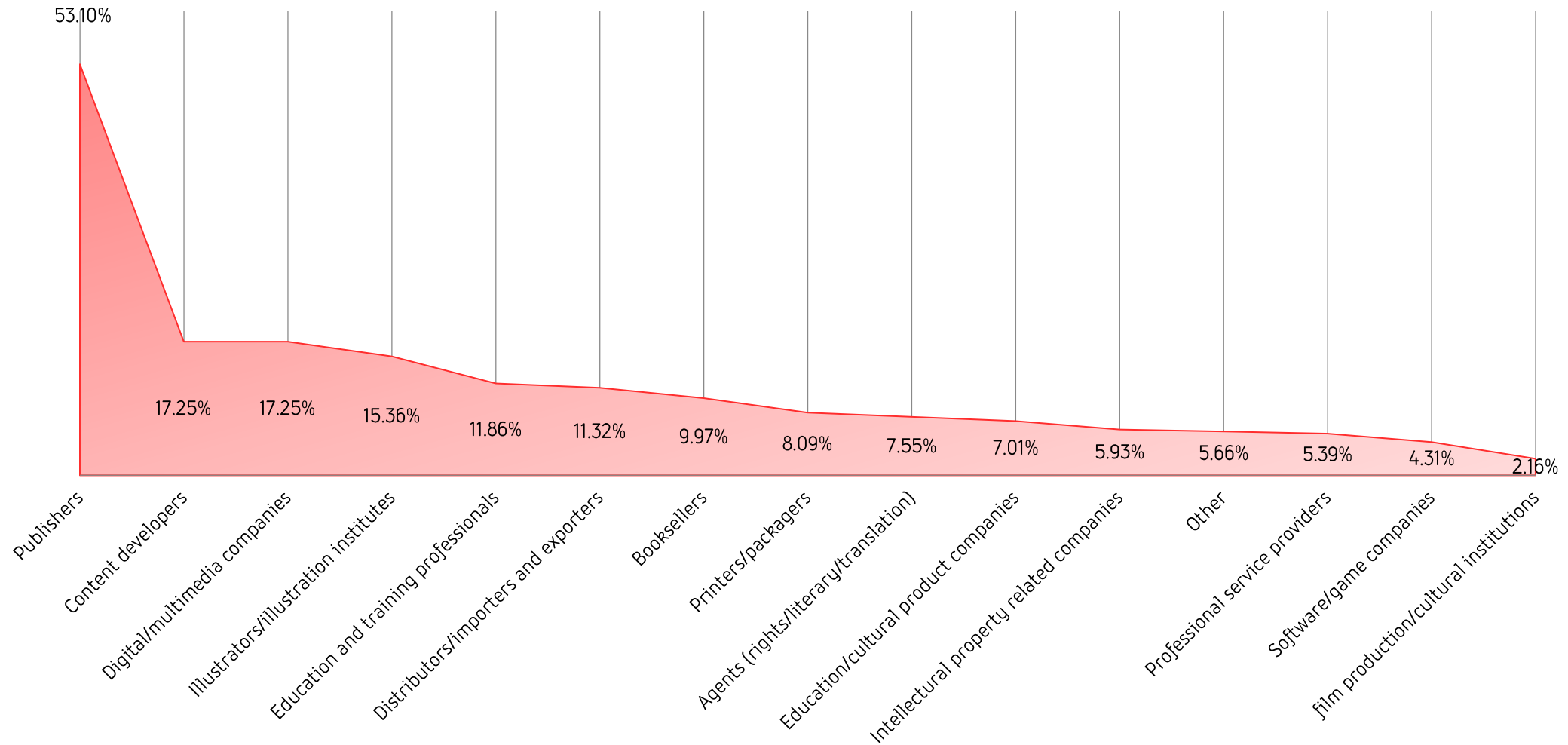
Exhibitors Review

Overseas exhibitors who were not able to come to CCBF in person due to COVID-19 and global travel restrictions participated in the Fair through the **International Book Showcase**. It featured the catalogues of **58** leading publishing houses with **over 5,000** newly published children's titles.

For over a month, the CCBF Online Matchmaking system attracted **304** exhibitors, and **997** online and offline meetings were scheduled. Thanks to its "3+5" dual-mode, users could arrange and keep track of their face-to-face meetings at the fairground (13–15 November), and also benefited from an extended five-day period of online business interactions (16–20 November) through an integrated video conference platform.



Exhibitors' Nature of Business



*Data source: 2020 CCBF Exhibitors Survey
Multiple-choice questions, response percentages exceed 100%

Visitors Review

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Visitors Review



In three days, the total number of visitors reached **18,963**, including **8,305 professional visitors** from **17** countries and territories.



Overall Evaluation by Visitors*

94% Visitors gave a rating of good to excellent

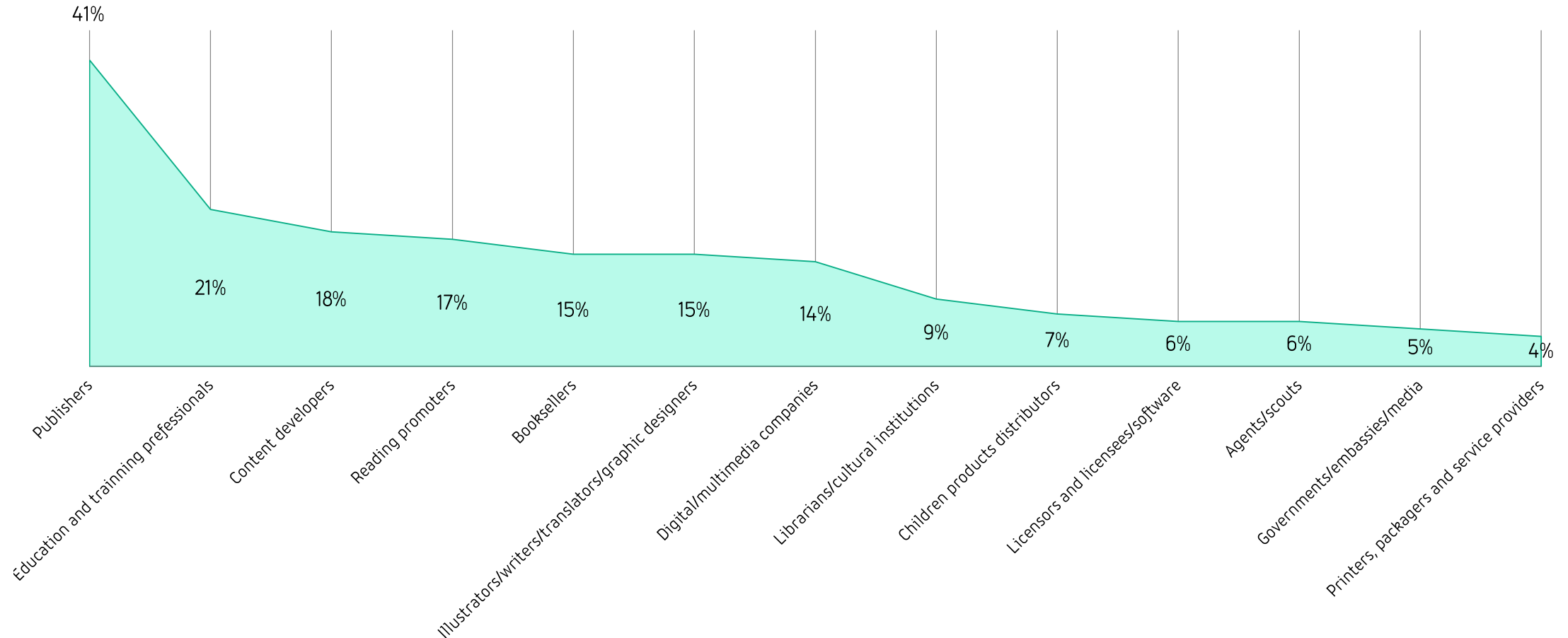
97% Visitors would recommend CCBF to their business partners or friends

95% Visitors plan to participate again in 2021

* Data source: 2020 CCBF Visitors Survey

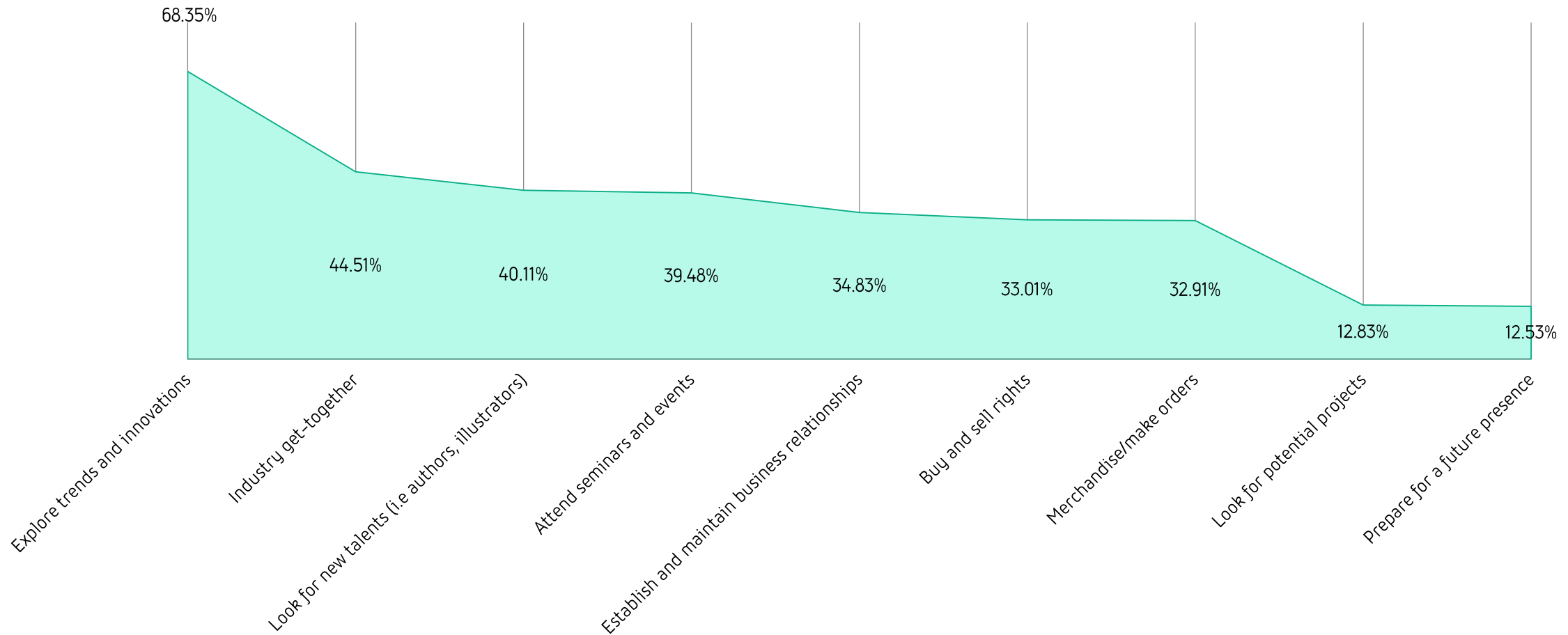


Visitors' Nature of Business



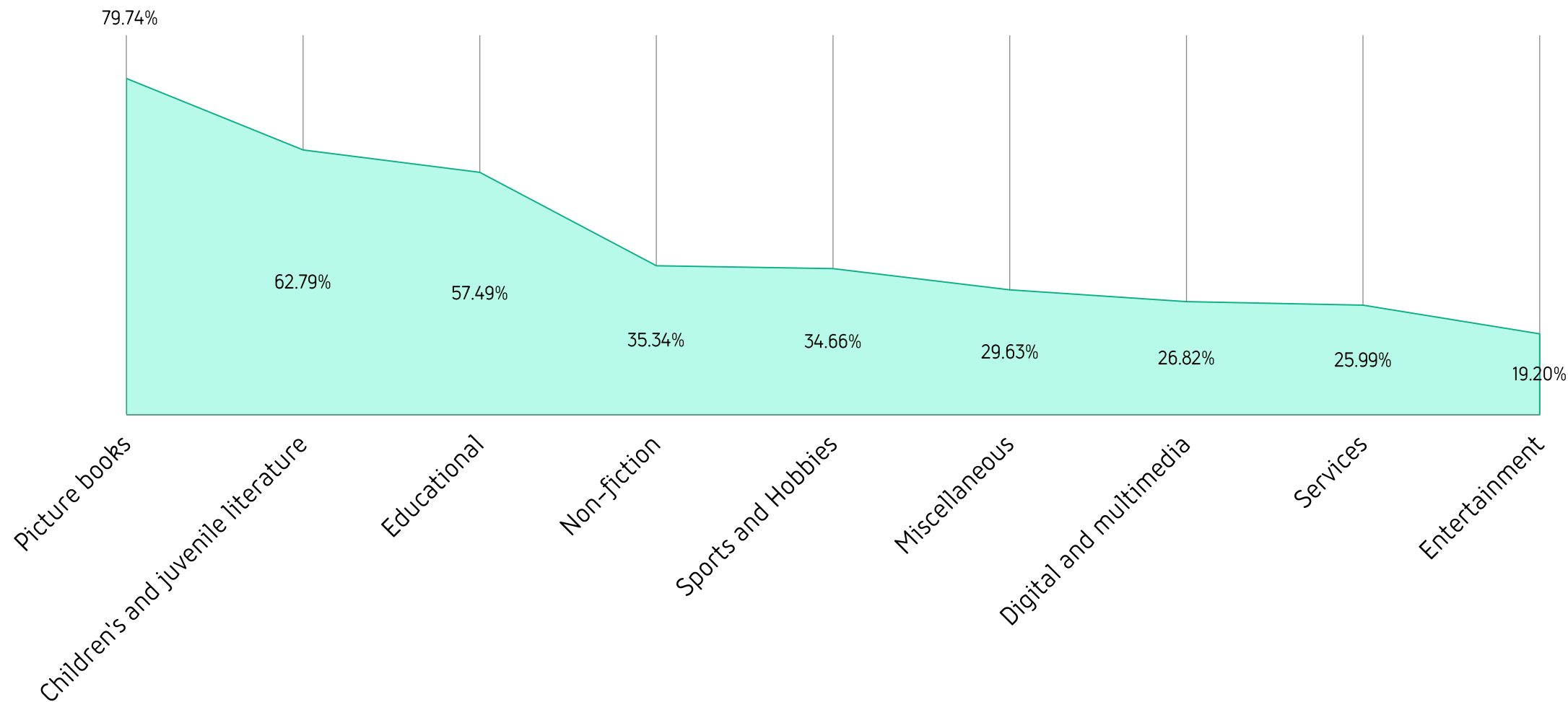
*Data source: 2020 CCBF Visitors Survey
Multiple-choice questions, response percentages exceed 100%

Purpose of Visit



*Data source: 2020 CCBF Visitors Survey
Multiple-choice questions, response percentages exceed 100%

Visitors' Interests



*Data source: 2020 CCBF Visitors Survey
Multiple-choice questions, response percentages exceed 100%

Programmes Review

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Official Conference and Seminars

Bringing a compelling mix of academic expertise, business know-how and innovative thinking, the programme offered **10** highly-engaging conferences and seminars, and featured **50** top speakers including included recognised figures like Shaun Tan (Greenaway Medal 2020), Albertine (2020 Hans Christian Andersen Award winner for illustration), Cao Wenxuan (2016 Hans Christian Andersen Award winner for writing), and Katherine Patterson (winner of the Hans Christian Andersen Award, the ALMA and two Newbery Medals). The topics covered the latest business trends, the discussions on non-fiction books, the relationship between education and reading, and how to approach difficult topics in books for children, etc. The programme attracted **2,029** listeners.



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Golden Pinwheel Young Illustrators Competition

In 2020, the competition received an incredible number of artworks—**11,190 illustrations** from **2,238 artists**—representing a **12% increase** in participation compared to 2019.

Ling Luo (China, 1981) and **Veronica Neacșu** (Romania, 1983) respectively won the Golden Pinwheel Grand Award (China) and the Golden Pinwheel Grand Award (International), while the three Special Mentions went to **Jam Dong** (China, 1990), **Francesco Giustozzi** (Italy, 1986) and **Ida Hong** (South Korea, 1990). The 2020 People's Choice Award went to **Yiyang Qiu** (China, 1999).



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Illustrators Survival Corner

Organised jointly with BCBF and Mimaster Illustrazione, the Illustrators Survival Corner is a reference point for all picture book professionals who want to broaden their creative and career perspectives. In three days, it featured a programme of **9** masterclasses, **7** workshops and **27** portfolio reviews, which were attended by **1,293** illustrators in total.



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Children Plus —Toddlers' Books



The 2020 edition of Children Plus focused on toddlers' books, which play a frontline role in establishing a special bond between children and books. The "Toddlers First Books" special exhibition showcased **140** original board books and activity books for children aged 0–3 gathered from all around the world in partnership with the Bologna Children's Book Fair.

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Illustrators for Gianni Rodari. Italian Excellence



As 2020 also marks the 100th anniversary of Gianni Rodari's birth, the exhibition "Illustrators for Gianni Rodari. Italian Excellence" revisited the work of one of the most innovative literary voices of the last century through **63** beautiful illustrations by Italy's best picture book artists.

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Chen Bochui International Children's Literature Award (CICLA)

The 2020 CICLA received **104** children's literary works and **146** picture books originating from **15** countries and territories.

The Special Contribution Award went to **Zhang Qiusheng** (China), renowned publisher and writer of fairy tales and children's poems, and **Ed Young** (USA), illustrator and picture book writer. A total of **10** books were awarded as Best Literary Works in Chinese Language, and Best Picture Books of the Year.



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CCBF Bookstore



The curated CCBF Bookstore offered a selection of titles in relation to the best CCBF programmes and guests. Visitors could find selected Chinese titles, printed copies in foreign languages, gifts and stationary there.

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Exhibitors' Events, Connecting the City, and Book Live Show

During the fair, a total of **221** book releases, promotion events and signing sessions took place on the fairgrounds and around town. With such diversity of activities, CCBF has created an inspiring atmosphere—"read more, read well, and read the best books".

CCBF 2020 also featured a **Book Live Show** to help Chinese publishers promote their books through live streaming. **28** live sessions performed by **6** top influencers presented books by **80** publishing houses, gathering a viewership of over **half-million** people.



CCBF 2020 in Quotes

Quotes from Exhibitors

This year's children's book fair met great success under complex circumstances and big pressure of Covid-19 prevention and control. The role of CCBF is crucial to boost the confidence of children's book publishing in the world. This edition boasts three big achievements. Firstly, we saw an innovation in form, thanks to the combination of online and offline elements, which allows international exchange to go on in spite of the epidemic. Also, the social circle of exhibitors and friends is expanding, with the participation of new publishing houses, the impressive expansion of the Illustrators Avenue, the reinforced participation of cultural and creative product creation that are reshaping the whole industry chain. Finally, CCBF's influence is clearly growing. The industry exchanges, awards and reading promotion were run brilliantly, and its official programmes have become a big stage for cooperation and exchange between authors, readers and publishers.

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

The 8th Edition of CCBF overcame many challenges and was conducted in a safe and high-quality manner, making it one of the few international book fairs to take place physically despite the impact of the pandemic this year. May the China Shanghai International Children's Book Fair continue to leverage technologies and thrive as a leading online and offline platform and bring more great content to young readers.

ShenShuiping (China), Deputy General Manager of CEPIEC

Lelequ participates in the China Shanghai International Children's Book Fair (CCBF) every year. Due to the impact of COVID-19, CCBF is one of the very few international book fairs that are able to take place offline this year. We cherish this opportunity and want to inspire children to read more. At the same, we can also meet our colleagues and explore new directions for the development of children's books.

George Sun (China), Deputy General Manager of Ronshin Group, Editor-in-Chief of Lelequ

Quotes from Exhibitors

The most gratifying change of the fair this year is that Chinese illustrators and authors have had many opportunities to show their talents. In the past year or two, we are all putting a lot of efforts in uplifting the creation of original picture books. In this process, I also felt how difficult it is to cultivate new writers and create good original picture books. I am very grateful for the efforts made by the Shanghai Children's Book Fair to support the original strength of children's books.

Wu Xingyuan (China), Editor-in-Chief, Post Wave Kids Publishing Consulting Co., Ltd.

We have all been affected by the global pandemic, and although international exhibitors and some Chinese publishers were unable to participate, we have managed to make a catalogue of 200 titles available to domestic publishers. We have offered our clients a full range of copyright services and held over 100 meetings during the fair. Thank you to the Shanghai International Book Fair Organising Committee for providing us with such thoughtful, meticulous service in this difficult period.

Yu Wenli (China), Copyright Director of CA-LINK International LLC

I gained a lot from my visit to CCBF. It offers friendly and efficient services to its exhibitors. The creation of a new Digital Hub is also very important. Many publishing houses, book distributors and publishing companies are exploring how to transform online. It was an occasion to understand more clearly and intuitively the digital needs and difficulties of our partners and clients. We appreciate very much to have this opportunity.

Li Bo (China), Book Department Distribution Channel Manager, Youzan Technologies Co., Ltd.

We are happy that NORLA, Norwegian Literature Abroad, was able to be a part of the CCBF this year regardless of the pandemic situation worldwide. CCBF provides a great opportunity for Norway to maintain our connection with the Chinese publishing industry and illustrators for our children and young adults. As the pandemic is going on, it is wonderful that the international publishing industry is able to carry on with meaningful activities and that we can be gathered at CCBF in Shanghai, stay in touch, and introduce our excellent Norwegian children's literature and broad topics to the Chinese audience.

Hedda Himle Skandsen (Norway), Acting Consul General of Norwegian Consulate General in Shanghai

Quotes from Exhibitors

Thanks to the technology of our times, it is possible to communicate and video chat with friends, customers and publishers all over the world under the impact of COVID-19. This year, White Star is attending CCBF in a unique way, with the great cooperation of Bologna Children's Book Fair and support of our Chinese Agency. We presented and highlighted our new 2021 titles for kids.

Claudia Protto (Italy), Foreign Rights Manager of White Star

It feels very different. We appreciate that the fair gave us the opportunity to display a selection of books so that trade visitors and the public could see more of our new titles, but we could have preferred to have been at the fair in person to present them to the customers.

Gloria Bailey (United Kingdom), Senior Internationals Book Fairs Manager of the Publishers Association UK



Quotes from Guests

CCBF featured a beautiful exhibition that confirms how Gianni Rodari's nursery rhymes can, until today, speak to the child hiding inside every artist and inside every one of us. The art exhibition submerges visitors in a world of visual fantasy and wonders. Illustrations are at the heart of every children's books. Congratulations to BolognaFiere and to Emilia Romagna Region for bringing to CCBF those poems made images, which embody excellence in the field of illustration.

Alberto Manai (Italy), Director of Culture Division of Consulate General of Italy in Shanghai

My hope is that all children have the opportunity to read high-quality books allowing them to develop their own thinking and form their own understanding. The book fair is very important to facilitate copyright business among publishers, and it also dynamises the industry as a whole and gives it continuous support. Overall, the exhibition was very successful, and I hope to have the opportunity to participate again next year.

Zhang Mingzhou (China), the President at the International Board on Books for Young People (IBBY)

In this special edition of China Shanghai International Children's Book Fair, I want to recognise the courage and wisdom shown by Fair organisers in these adverse conditions, as well as Chinese people's great enthusiasm for reading. I hope to see everyone at CCBF in the future again!

Zhu Ziqiang(China), Professor of Ocean University of China

This is a truly international children's book fair, which broadens horizons for our local picture book writers, increases the audience's professional knowledge, and provides a very good platform for international children's book creation and exchange. I hope that illustrators will not only increase their international vision but also maintain their own personality. While I continue to walk on the path of creativity, and I wish Chinese illustrators to get growing success in international competitions, to let the world see the diversity of their styles. I also wish CCBF to do always better and better in the future!

Jiu'er (China), Illustrator and Picture Book Author

Quotes from Guests

I was honoured to be invited to participate in the CCBF conference and present to the Masterclass at the Illustrators Survival Corner. It was lovely to be able to connect with a Chinese audience and (hopefully) impart some knowledge about the craft of writing and illustrating picture books. I hope that in the future I can be there in person!

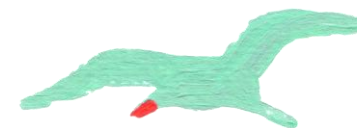
Jason Chin (USA), Children's Author and Illustrator

Being part of a jury is always an interesting experience. I was amazed to notice the number of high-quality illustrations sent from all over the world. I have to thank the fair for giving me the opportunity to enter the countless delicate worlds narrated by the various illustrators who participated in the competition. It is like a privilege to be able to observe every single project and enjoy so much beauty and creativity.

Philip Giordano (Italy), Illustrator and Graphic Designer

"Juanzi Mama Story Time" was invited for the first time as a media partner specialised in children's book reading promotion by a few leading publishers to live stream at CCBF. We recommended the best books for children aged 0-12. Parents are happy with the high-quality and affordable books we recommended, which save them a lot of time, effort, and money. At the same time, we also set up a booth at the Digital Hub. It was a great opportunity to meet business partners and form new relationships. This is one of the most significant gains of our participation in CCBF this year. We will continue to work hard to create more great content for our young readers and listeners.

Juanzi Mama (China), Founder, Juanzi Mama Story Time



Media Promotion

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Media Promotion

CCBF 2020 teamed up with major mainstream, trade and public media to conduct in-depth and comprehensive coverage of the fair.

- A total of **299** media outlets have covered CCBF 2020, including **23** industry media from the US, the UK, Italy, and China.
- It also comprised **70** social media, **16** newspapers and magazines, **12** TV/broadcast/video media organisations and **201** online media.
- A total of **701** articles were published, and **36** media conducted **86** onsite interviews.
- The total media value reached **37.68 million** RMB.

官方合作媒体 Official Media Partners



深度合作媒体 Main Media Partners



战略合作媒体 Strategic Media Partner



特邀合作媒体 Special Media Partners



支持媒体 Supporting Media Partners



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Media Promotion Highlights



The collage features several key promotional elements:

- News Articles:** Screenshots from PW (Publishers Weekly) and The Bookseller. PW articles include "Shanghai's CCBF to go ahead", "Theatre of Voice: Four Stories from Taiwan", and "Andersen picks up Jolie and Amnesty children's rights collaboration". The Bookseller article discusses "Parliamentary committee launches inquiry into freedom of expression".
- Social Media:** A Facebook post from the Hybrid Shanghai Children's Book Fair.
- Event Banners:** A large banner for "CCBF 2020 IN FULL SWING" and another for "CCBF 2020 OPENS ITS DOORS ON 13-15 NOVEMBER".
- Promotional Materials:** A "LICENSING MAGAZINE" cover featuring Pikachu and a "JOIN CCBF LICENSING LOUNGE" banner.
- Amazon Listings:** Amazon banners for "MIRACULOUS: LA SUPERHEROINE" and "THE BOOKSELLER" at the Frankfurt Book Fair 2020.

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19-21 November 2021
See you in Shanghai!