



12<sup>th</sup> August 2020

## **China Shanghai International Children's Book Fair (CCBF) 2020**

This year the China Shanghai International Book Fair (CCBF) is being held from Friday 13<sup>th</sup> to Sunday 15<sup>th</sup> November 2020 at the Shanghai World Expo Exhibition and Convention Centre. CCBF is the only fair dedicated to book and content for children aged 0 – 16 years old, in the Asia Pacific. In 2019, the fair had 418 exhibitors from 32 countries and 40,978 visitors from 50 countries and territories, and 16,145 of these were professional visitors.

Our 2019 Guide for International Publishers on China, produced by Pixie B Ltd for the PA's [Export Toolkit](#), states "According to official statistics, children's books became the largest category in 2016, and in 2018 they accounted for one quarter of the total book sales market, pushing education (textbooks and supplementary materials) into second place, and social sciences in third".

The guide went on to say "Children's books continue to sell extremely well, accounting for 60-70% of imports from major international publishers into China. The market is, however, extremely fragmented, with specialist retailers in imported children's books selling full ranges of major brands and licensing characters in large numbers. As such, bestseller lists from single retailers do not accurately reflect sales into the overall market."

### **Exhibiting Options**

In light of the current situation with Covid-19, the organisers are not able to confirm at the time of writing if people arriving from outside China will still need to quarantine for 14 days in November. They are therefore offering a Book Showcase option for international participants unable to attend in person. If travel is possible, the booking can be moved over to a stand booking.

In partnership with:





The PA, in partnership with the Department for International Trade (DIT), is proposing to organise Option 1 and move the booking to Option 2, if timeline and travel permits.

### 1. **Book Showcase (Option 1)**

Located in the Copyright Zone, the Book Showcase will give international publishers the opportunity to exhibit titles during the fair. CCBF will provide staff to look after the display, take enquiries and pass them back to the publisher. This option includes:

- Display area with 4 sloping shelves (1m long x 30 cm deep)
- Company name on fascia
- 2 x graphic panels, artwork to be provided by the publisher (1m wide x 2.5m high)
- GREAT branding
- Specially negotiated group shipping rates
- Onsite staff to collect visitor enquiries and contact details
- Access to the online match-making system, to connect with other exhibitors and professional visitors
- Inclusion in all promotional material
- Soft copy of the official e-catalogue

Cost: £320.00 + VAT per display unit

### **PA's Administration Fee**

To offset some of our costs in organising this event, we will charge an administration fee to cover the cost of booking your stand, liaising with the fair organisers, stand contractor and shipper at the following rates:

PA Members

£250.00 + VAT per unit

Non- PA Members

£500.00 + VAT per unit



## **2. UK Pavilion (Option 2)**

- Fully furnished 9 sqm stand (custom-built shell scheme; carpet; shelving; cupboards; lighting; company name and logo on fascia; 1 table; 4 chairs; 1 counter and 1 wastepaper bin.)
- Exhibitor passes
- Entry in the fair catalogue
- Access to a central backroom/storage area
- Refreshments
- Specially negotiated group shipping rates
- Production and installation of graphic panels at an additional cost.

This package costs £3,155.00 + VAT. There is also one 6 sqm stand at a cost of £2,105.00 + VAT.

This year, the Fair is offering a limited number of complimentary hotel rooms in a 4 star hotel to exhibitors, depending on the size of the UK Pavilion.

### **PA's Administration Fee**

To offset some of our costs in organising this event, we will charge an administration fee to cover booking your stand; ordering additional furniture and graphic panels; liaising with the fair organisers, stand contractor and shippers; storage of your boxes/packing material during the fair and providing onsite management of the group at the following rates:

#### **PA Members**

6 and 9 sqm - £345.00 + VAT

18 sqm and > - £517.00 + VAT

#### **Non- PA Members**

6 – 9 sqm - £595.00 + VAT

18 sqm and > - £892.50 + VAT

### **Tradeshaw Access Programme (TAP)**

To assist eligible organisations with their stand costs, DIT is offering TAP grants of £2,500.00 for stands booked in the pavilion. Details will be sent in due course.



**Action**

Please remember, at this stage we are only able to offer the Book Showcase (Option 1), but to save time, please also indicate your preferred stand option if we can travel to China in November. We will notify you before moving your booking to Option 2.

To take part, please complete and return the attached **Booking Form** and **Privacy Mandatory Form** to me at [gbailey@publishers.org.uk](mailto:gbailey@publishers.org.uk) as soon as possible, but no later than **Friday 11<sup>th</sup> September 2020**.

Gloria Bailey

Senior International Book Fairs Manager

Publishers Association

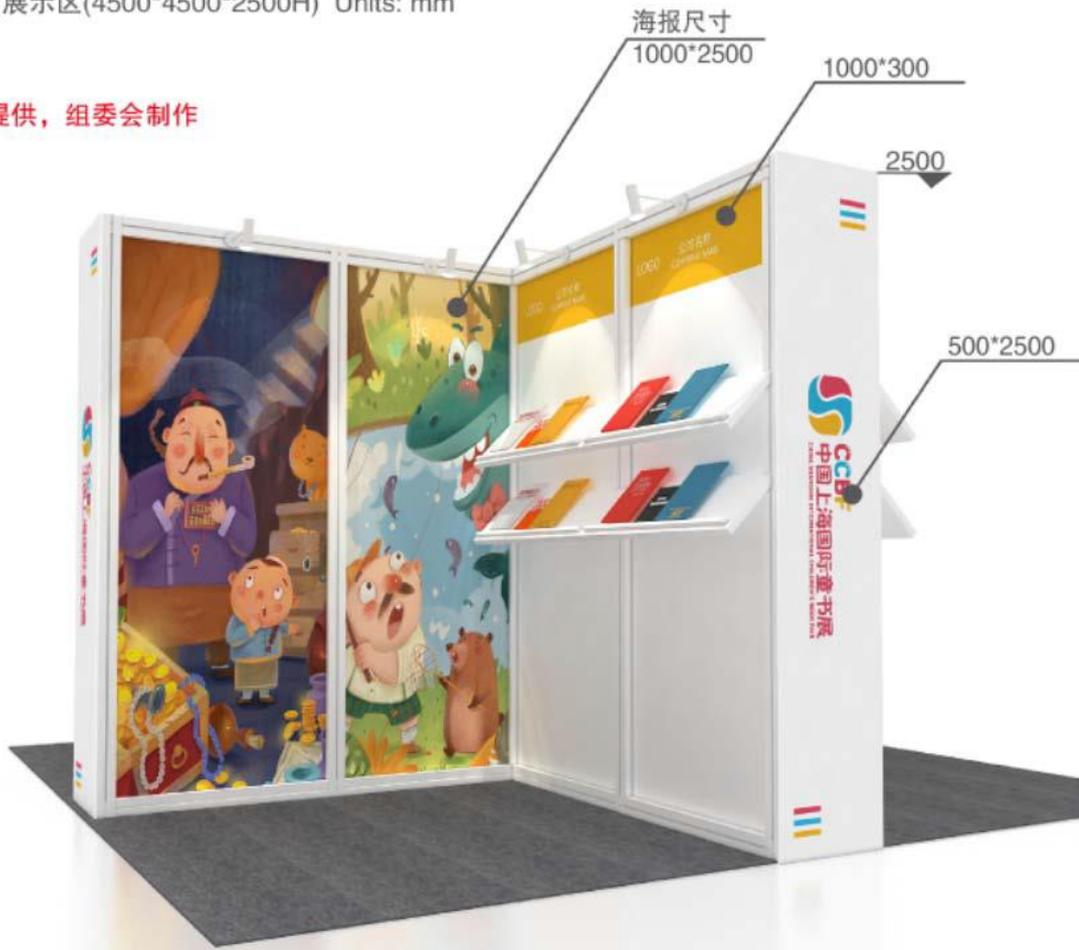
Tel: +44 (0)7799 138283

# CCBF 2020 Book Showcase

## Stand Image

国际展商展示区(4500\*4500\*2500H) Units: mm

·由展商提供, 组委会制作





**GREAT**  
BRITAIN & NORTHERN IRELAND

Walker Books Group  
1B16

Andrew Nurnberg Associates  
International Ltd  
1B06

Hachette Children's Group  
1B02

Hachette Children's Group  
1A10

**GREAT**  
BRITAIN & NORTHERN IRELAND

I am a bookworm  
1A07

UK



## China Shanghai International Children’s Book Fair 2020

### Booking Form

Name of Exhibitor: .....

Address: .....

.....

.....

Name of contact: .....

Tel. No.: ..... Email:.....

The above company wishes to book the following for the 2020 China Shanghai International Children’s Book Fair:

#### **Book Showcase (Option 1)**

Display unit @ £320.00 + VAT

#### **UK Pavilion (Option 2)**

\_\_\_\_\_ 9 sqm stand @ £3,155.00 + VAT each

6 sqm stand @ £2,105.00 + VAT (Only one available)

Please return this form and Privacy Mandatory Form to Gloria Bailey, email

[gbailey@publishers.org.uk](mailto:gbailey@publishers.org.uk) by **11 September 2020** the latest.