

REPORT

BEIJING INTERNATIONAL BOOK FAIR

Beijing, China

August 30-September 3, 2007

Earlier this year, Combined Book Exhibit was contacted by the Beijing International Book Fair to organize and host an official children's exhibit for the fair. With co-organizers The Association of Educational Publishers, and sponsors The Children's Book Council (USA) and the Publishers Association of the UK, we helped construct the International Children's Publishing Exhibit.

Though small in its inaugural year with only about 70 titles, the ICPE received a lot of positive attention from attendees and media (being covered in local Chinese newspapers, and Publishers Weekly). Attendees were able to spend quality time with each book on display in the small exhibit, which was located in the children's area of the fair, on the third floor of the main hall of the fair. Every single book was opened and read through by the show's close, and several thousand catalogs were given away.



Popular publishers in the International Children's Publishing Exhibit included **FSG, Core Learning, The Learning Center, Forever Learning** and others. Educational books were particularly popular, but literature and picture books had an equal share of time. The International Children's Publishing Exhibit will make its sophomore debut at the 2008 Beijing International Book Fair, and is expected to increase its size accordingly.

Booth representatives for the International Children's Publishing Exhibit were Seth Dellon from Combined Book Exhibit and Colleen Quigley from the Association of Educational Publishers. BIBF 2008 is tentatively scheduled for September 3-7, 2008, placing it soon after the conclusion of the Olympics in Beijing.