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**BEIJING INTERNATIONAL**  
15<sup>th</sup>-18<sup>th</sup> JUNE 2023 **BOOK FAIR**  
CHINA NATIONAL CONVENTION CENTER

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# OUR TEAM



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# ABOUT BIBF

The Beijing International Book Fair (BIBF) has been organized by the China National Publications Import & Export (Group) CO., LTD. (CNPIEC) since 1986. Over the past 37 years, BIBF has become one of the most influential book fairs in the world, attracting exhibitors and visitors from 105 countries and regions.

BIBF is a unique venue not only for professionals from the entire publishing community to communicate and conduct business in China, but also for cultures across the world to meet and get together.

The 28th BIBF was held successfully in both physical and virtual format in Beijing, with more than 96000 titles on display and over 19 million visits to livestream events.

The digital platform of BIBF, SMART!BIBF, including the official website and mobile app, was launched together with the book fair. Over 1 million exhibitors and professional users have visited SMART!BIBF and experienced the upgraded services. It has enabled the community to rebuild connections and further transformed BIBF into an all-year-round book fair.

## Who is exhibiting?

- Chinese publishers
- International publishers
- Import companies
- Printing companies
- Distributors
- Digital solutions companies
- Online retailers
- Educational institutions
- Literary agencies
- Stationery and related products companies
- Internet publishers and online game operators

## Who can you meet?

- Editors
- Writers & translators
- Librarians
- Licensing professionals
- Rights buyers and sellers
- Booksellers
- Media & press
- Service providers
- Reading promoters

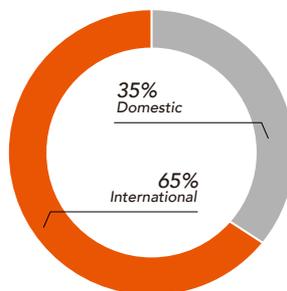
# SELECTED EXHIBITORS



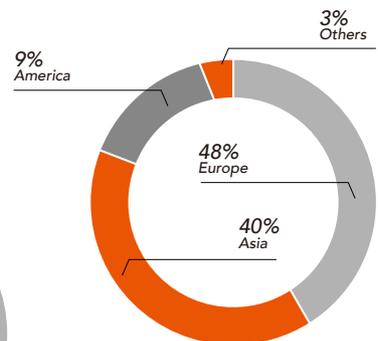
# BIBF FACTS AND FIGURES



## EXHIBITOR REGIONS

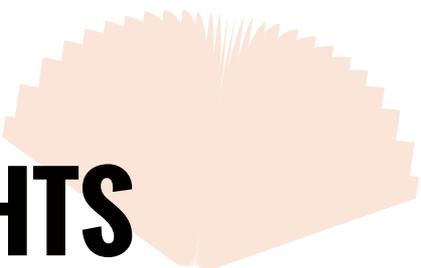


Overall Exhibitors



International Exhibitors

# 2023 BIBF HIGHLIGHTS



The 29th BIBF is scheduled to be held as a physical event from 15th to 18th June, 2023.

The book fair will bring together all publishing houses from home and abroad under one roof. Ceremonies, forums, seminars, face-to-face meetings and other exciting events will take place. The book fair will provide participants with opportunities to renew direct connections to the Chinese market and to each other.

## SMART!BIBF

The digital edition of BIBF, SMART!BIBF, will work together with the physical book fair to help publishers to communicate with each other all year round.

<https://www.bibf.net/en/smart>

## Internet Publishing Hall

Internet publishing hall is a brand new section presenting leading internet literature and game companies' achievement. It will further deepen communication and cooperation between traditional and internet publishers.

### • Professional Events Coming Back

#### Right Manager Salon

Face-to-face communication for Chinese and foreign copyright managers, to get to know more international publishing friends and create more cooperation opportunities.

#### First Step into the Chinese Market Tour

A special tour will be organized for participants to visit Chinese publishing houses and bookstores and to learn about Chinese publishing industry.

### • Beijing International Publishing Forum

Publishing industry leaders and professionals from China and around the world will deliver keynote speeches, analyze trends and share their insights.

### • World Children's Book Forum

Publishing industry leaders and professionals from China and around the world will deliver keynote speeches, analyze trends and share their insights.

### • BIBF Ananas International Illustrations Exhibition

The exhibition aims to showcase the work of Chinese and international illustrators and to help them get in touch with publishers. It helps to discover high-quality illustrations for the publishing community.

# HOW TO PARTICIPATE IN 2023 BIBF

# 1

## PHYSICAL BOOTH

Different types of physical booths will be provided to exhibitors according to their needs.

**Marketing fee: RMB 650**

### Raw Space

3m×3m

### 01

**RMB 17,300**

Create a bespoke exhibition stand using your own booth builder. Just book the space you need, and give free rein to your creativity. Please note that each custom-built stand must be approved by us in advance.

### System Stand

3m×3m

### 02

**RMB 22,200**



NO.	Item	Quantity
1	Stackable Chair	2
2	Information Counter	1
3	1 Meter Shelf	18
4	Long-arm Spotlight	2
5	Socket (500w)	1
6	1 Meter Lockable Cupboard	5
7	Half Meter Lockable Cupboard	1
8	Wooden Round Table	1
9	Waste Paper Basket	1

### System Stand Plus

3m×3m

### 03

**RMB 26,300**



NO.	Item	Quantity
1	Stackable Chair	5
2	Information Counter	1
3	1 Meter Shelf	18
4	Long-arm Spotlight	4
5	Socket (500w)	1
6	1 Meter Lockable Cupboard	3
7	Wooden Round Table	1
8	Waste Paper Basket	1

# Premium Package

3m×6m

04

RMB 52,300

Customize your stand in several patterns. Each pattern can be extend to 27, 36, 54sqm.

NO.	Item	Quantity
1	Stackable Chair	10
2	Information Counter	1
3	1 Meter Shelf	24
4	Long-arm Spotlight	9
5	Socket (500w)	2
6	1 Meter Lockable Cupboard	8
7	Half Meter Lockable Cupboard	1
8	Wooden Round Table	2
9	Waste Paper Basket	2
10	HQI	2



## Other color options for premium package



# 2

## RIGHTS CENTER

The Rights Center has been upgraded to make meetings more convenient and effective.

Rights tables and private offices will be provided for on-site rights meetings, but only a limited number are available this year. Book your personal table before April 30, 2023.

RMB 4,600 / Rights Table  
RMB 6,300 / Private Office

NO.	Item	Quantity
1	Stackable Chair	2
2	Round wooden Table1	1
3	Socket	1
4	Waste Paper Basket	1



# 3

## SMART!Assistant

RMB 24,200

Unable to attend the fair in person?  
Present your books and products with the help of our professional assistants!

The professional assistant will run the booth during the fair by playing company or product demonstration videos and collecting visitors' information and contact details. They can also help you to conduct your pre-scheduled appointments in your booth via iPad.

NO.	Item	Quantity
1	Personal Assistant	1
2	iPad with SIM card	1
3	Stackable Chair	1
4	Long-arm Spotlight	2
5	Socket (500W)	1
6	Information Counter	1
7	1 meter Shelf	18
8	1 meter Lockable Cupboard	5
9	50cm Lockable Cupboard	1
10	Half Meter Lockable Cupboard	1
11	Wooden Round Table	1
12	Waste Paper Basket	1



**NOTE:** CNPIEC will retain and purchase exhibits according to market conditions and customer needs. For more details on retention service, please contact Ms. Qiu Jing at [qiuqing@cnpiec.com.cn](mailto:qiuqing@cnpiec.com.cn)

# 4

## SMART!BIBF

Remain connected with Chinese publishers, in 6 ways and 365 days all year! For easy online purchases, please go to <https://www.bibf.net/en/smart>

### SMART!Exhibitor 01

RMB 800 per year

Join our online exhibitor catalogue and create your online profile with:

- Publisher information (logo, introduction)
- Latest rights catalogue
- 10 titles information (ISBN, Cover page, Category, Language, etc.)
- Contact information and official website links, etc.

### SMART!Rights 02

RMB 240 per year

Show your titles in our SMART!BIBF digital platform.

### SMART!Video 03

RMB 660 per year

Upload product videos (3 mins. max). Be promoted on BIBF website and main social media channels (WeChat, TikTok and Weibo).

### SMART!Mailing 04

RMB 530 per mail

BIBF will send out mailings to selected Chinese publishers with different book genres as below. Submit your titles and you will identify and reach your potential business partners outside book fair meetings.

- Picture books
- Children's non-fiction
- Adult fiction
- Adult non-fiction
- STM
- Art

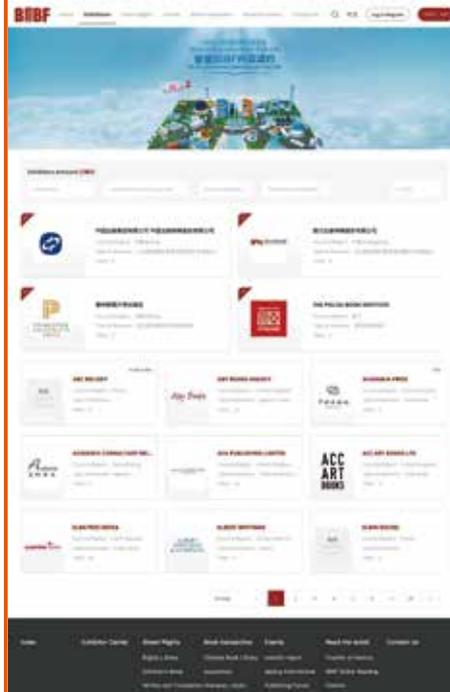
### SMART!Highlight 05

RMB 1000 (frontpage)

RMB 500 (each book category)

Mar-May 2023 / Jun-Aug 2023 /  
Sep-Nov 2023 / Dec-Feb 2024

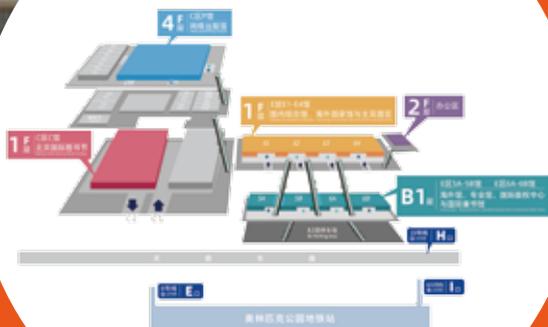
Book the limited top space on our online exhibitor and rights catalogue to increase your visibility.



### Become Our Premium Member 06

For easy online purchases, please go to <https://www.bibf.net/en/smart>

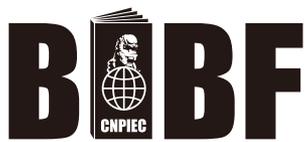
# NEW VENUE: CHINA NATIONAL CONVENTION CENTER (CNCC)



CNCC has become a flagship venue for national exhibitions and a reception venue for high-end state and government affairs over the past ten years. From the Asia-Pacific Economic Cooperation (APEC) Leaders' Meeting Week, the "Belt and Road" Forum for International Cooperation, the Forum on China-Africa Cooperation 2018 Beijing Summit, to the Conference on Dialogue of Asia Civilizations, it has always played the role of building a bridge to communicate with the world.

*Address: No.7 Tianchen East Road, Chaoyang District, Beijing Located on a landmark site adjacent to the National Stadium (Bird's Nest) and the National Aquatics Center (Water Cube) on the Olympic Green boulevard.*

- Only 25 minutes from the Beijing Capital International Airport (BCIA).
- A range of over 30 hotels within 10 minutes' drive.
- Close proximity to universities, research institutes and commercial districts.
- An efficient transport system including subway and bus links the location to hotels and major tourist attractions.



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