



## BolognaFiere unveils NY book trade show plans

New show dedicated to copyright trade and licensing to launch in 2018.

BolognaFiere – the organiser of Bologna Licensing Trade Fair and Bologna Children’s Book Fair – is to launch a new copyright trade show in New York in 2018.

The as yet unnamed show will be dedicated to publishing and international rights and licensing.

The inaugural event is due to take place from May 30 to June 1 2018 at a ‘midtown Manhattan’ location.

According to The Bookseller, BolognaFiere is looking to attract US publishers and agents across children’s and adult markets and their global business partners, as well as booksellers and librarians, to the event.

It is also the first step in the company building on its strong base in Italy and children’s publishing to expand internationally and into the adult sector.

Marco Momoli, commercial director at BolognaFiere, confirmed there would be a section of the new event dedicated to licensing. This will build on the success of the Italian-based show (*pictured*) which has been dated for March 26-28, 2018, running alongside Bologna Children’s Book Fair.

"The licensing market continues to grow and for ten years our fair has been able to represent the best of this positive trend," said Marco.

"During the three days of the event, the licensing pavilion was packed with visitors and our exhibitors' stands hosted a number of meetings with potential clients.

"In the wake of this success we announced that our new fair event in 2018 in New York for the commercialisation and trade in publishing rights will also include a section dedicated to licensing: we aim to offer Italian companies a new opportunity to introduce their own intellectual property to the large American market."

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