

《2016童书博览会在北京展览馆举行》

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The China Children ' s Book Fair is a reading romper room for parents and kids alike, as they shuttle among various sets at the complex, built to resemble scenes and locations from some of the most intriguing children ' s books on the market.

Walking into the expo, each child can get a passport that will help guide them through tours of six different reading zones. They can also get stamps for swapping gifts, by answering questions raised by staff members.

“ It cultivates their interest in reading, as well as new things, ” said a staff member of Beijing Exhibition Center.

The Experience Zones, based on some of today ' s most popular children ' s books, are generating excitement among the youngsters in attendance.



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"We have selected 60 books from those that are very popular among kids, and created 60 scenes based on the content of these books. There are also Do It Yourself Zones for kids, and there are activities that encourage parents and kids to read together. There are celebrity forums as well," said Guo Yawen of Book Fair Organizing Committee director.

Some 10,000 children's books from more than 30 publishing houses are on display, and there are plenty of interactive activities as well.

Some of the world's most renowned picture book illustrators have been invited to the fair as well, with the aim of encouraging them to create works based on popular Chinese stories.



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"My greatest, greatest hope, is that some of the children reading the book can really enjoy their time, take what they learn in the book, and go to the next day to have a beautiful day," said Illustrator of China Children's Book Fair.

"People can check out the WeChat public stream of the Beijing Reading Festival, or the Beijing Children's Book Fair, and acknowledge our activities on a daily basis, so kids can make their own choices, and decide which ones

they want to attend,” said Wang Yujun, Sapprft director.

The Beijing Children’s Book Fair will run through next Sunday. Various bookstores and children’s institutions are also holding activities to echo the mission of the fair.

