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#fit016 #pueriexpo

Growth and new strategic partnerships reinforce the position of FIT 0/16 and Pueri Expo as the leading kids' sector event in Latin America

- FIT 0/16 demonstrates its importance with more than 165 kids' fashion summer collection launches
- The trade fair duo attracted 9,397 visitors from 12 countries
Fair exhibitors showcased 342 brands from 22 countries

The 53rd edition of FIT 0/16 - International Trade Show for Baby & Children's Wear, the leading trade fair for kids' fashion in Latin America, and the 4th edition of Pueri Expo - International Trade Fair for Baby & Childcare Products attracted 9,397 shop owners and distributors from all over Brazil and 12 other countries (Argentina, Chile, Peru, Colombia, Bolivia, Germany, Canada, China, Japan, United Arab Emirates, Israel and Libya), as well as 342 exhibiting brands from 22 countries, including international pavilions representing Peru and China. Pueri Expo has shown continuous growth. Compared to the previous edition of the fair, the number of exhibitors increased by 8 %, confirming the market relevance of the business platform. Clothing retail sales for children up to 16 years are growing consistently in Brazil. According to IEMI Market Intelligence, total sales for 2019 are estimated at BRL 52 billion, which represents a rise of 3 % compared to 2018. "Our goal is to make both events in every edition more and more relevant and aligned with consumer trends", explains Cassiano Facchinetti, managing director of Koelnmesse Brazil. "The visitor figures continue to grow in a diversified and qualified way, which generates business for all brands during the fair. We are very happy to organise two key events that leverage partnerships throughout the year," he said.

Valter J. Neves, Commercial Manager of Galzerano, a Pueri Expo exhibitor since the fair's first edition, confirms this. Pueri Expo has been consolidating year after year. The attendance is highly qualified, and we welcome buyers from all regions of Brazil. Today I am astonished by the business volume here in the pavilion", he explained. The Swedish stroller brand Thule appeared at Pueri Expo for the first time and is very satisfied with its trade fair debut. It emphasised the importance of establishing contacts with a qualified Brazilian audience. "Our aim was to present the product concept and cultivate long-term partnerships with retailers in a market where we are still relatively new. We are very excited about the contacts we made during the fair and certainly will be back in the next edition," said Daniel Silveira, Commercial Consultant at Thule.



FIT 0/16
www.fit016.com.br
Pueri Expo
www.pueriexpo.com.br
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Pueri Expo is a great opportunity to do strong business, as Arnaldo Sales, Commercial Manager of NUK, imported into Brazil by Newell Brands, confirms. “The trade fair was very positive for us, especially in terms of new business. It’s great to have contact with our existing clients and also prospected new ones, who are important retailers and with whom we want to create long partnerships. We estimate a turnover growth between 20 % and 30 % in relation to last year,” said Sales.

FIT 0/16 sets the stage for the fashion trends for Spring/Summer 2020

FIT 0/16 once again successfully positioned itself as the key reference point for kids’ fashion retail in Brazil. The event presented the major trends for Spring/Summer 2020 in an exclusive partnership with the magazine Harper’s Bazaar Kids Brazil, which curated the fashion shows. “FIT 0/16 is the premium event for children’s fashion and Bazaar Kids is the only magazine specialized in this industry, so this special partnership is simply perfect for the fashion market. We are very happy to be part of this,” said Patricia Favalle, the magazine’s Managing Director.

Exhibitors report great business

FIT 0/16 and Pueri Expo received positive feedback from global key exhibitors, small start-ups and visitors alike.

“This is a unique moment in our year. We launch our new products here at Pueri Expo. The main objective is to present to the buyers what we offer throughout the year, but of course we sign business deals onsite as well,” said Gustavo Arruda, Director of Marketing for Dorel. Simone Cantinho, Commercial Manager of Team Tex, also gave the event a positive verdict: “Pueri Expo is very important for the brand’s business, to showcase launches and attract customers. The attendance is quite diverse, we meet customers from specialized stores, high-quality boutiques and e-commerces. We closed many deals during the fair. Participating is worth it, it is always part of our calendar.”

Babycare exhibitors also reported excellent results. “Throughout the fair the visitation was very good, especially on the first day. Our booth is twice the size of last edition and our turnover grew at the same rate. All the exhibitors together affirm Pueri Expo more and more in a market that never had such a great and professional show before,” said Ana Carolina Itzaina, Director of Oasis.

Exhibitors at FIT 0/16 also highlighted their success at the event. Veruska Candido, Stylist for the kids’ brand Banana Danger, stressed the importance of appearing because of the trade fair’s international reach. “FIT 0/16 is a well-established event. We have contact with people coming from other Mercosul countries. This gives us a different visibility than our regional representatives,” he said. In the footwear sector, Luis Eduardo Pereira, Marketing and Sales Manager of Gambo, states: “We exhibit at FIT 0/16 since more than a decade. It is a very important fair in the segment and brings together an audience from all over the

country. We prospect most of our clients at this fair and great deals take place after the event.”

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High-quality event impresses visitors

“We’ve never seen so much variety and good organization in a trade show in this industry before. We found everything we needed and more - we were able to make contacts with suppliers, identify fashion trends and we are extremely satisfied. We sure plan to return in the next editions,” said Karoline Pimenta, Proprietor of Pimentinha Shoes from Belém. “It’s the first time we’ve visited the fair and there’s a lot going on. We found everything, made purchases and met suppliers and new partners. We will be back in the next edition with more time to see everything,” said Bruno Leite, Ma Baby’s Manager in Sorocaba.

“Here I found a very comprehensive overview of fashion trends for the season. The fair is very beautiful, attractive, and it is very important to have this close contact to the manufacturers. I am very excited to visit the next editions,” said Luiz Alex Martins, Proprietor of Amarelinha Baby Kids Teen with stores in Fernandópolis and Jales.

The 54th edition of FIT 0/16 is scheduled to take place in October 2020.

Koelnmesse - Global Competence in Furniture, Interiors and Design: Koelnmesse is the world’s top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, the leading international fair imm cologne as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include idd Shanghai, interzum guangzhou in Guangzhou and Pueri Expo in Sao Paulo. With ambista, the online portal for the interiors business, Koelnmesse offers direct access to products, contacts, expertise and events relevant to the industry all year round.

Further information is available at: www.global-competence.net/interiors/
Further information about ambista: www.ambista.com/

The next events:

Kind + Jugend, Cologne, Germany, 19.-22.09.2019
FIT 0/16 + Pueri Expo, Sao Paulo, Brazil, 23.-26.04.2020

Note for editorial offices:

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at www.fit016.com/www.pueriexpo.com in the “Press” section.
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