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Main event for kids fashion and childrens´ products in Latin America, FIT 0/16 and Pueri Expo are rescheduled for April 2021

Due to the Covid-19 (coronavirus) pandemic, both business trade fairs have been rescheduled for April 2021 and continue with the expectation of bringing more than 10,000 retailers from all over Brazil and more than 350 exhibiting brands.

Following local and international legal binding obligations related to Covid-19 pandemic (coronavirus), recommendations of the World Health Organization and concerned with everyone's health, the 55th FIT 0/16, International Trade Show for Baby & Children´s Wear, and the 5th Pueri Expo, International Trade Fair for Baby & Childcare Products, have a new date due to current worldwide situation. The event takes place in 22-25 April 2021, at Expo Center Norte, in the red pavilion. It reinforces focus on holding quality business meetings throughout the event and support programs.

“Our greatest challenge today is to go through this whole crisis together. In view of the situation our country finds itself in, the best thing to do is to postpone the event until 2021. Our role as an event organizer is to offer our audience an environment that generates quality business, and today more than ever ensure the safety and integrity of all participants. We know that all this will pass, and I am sure that next year, the resumption of the events will be of extreme importance to the market and will have a great impact on our economy”, says Jonathan Tadayuki, Project Manager of Koelnmesse in Brazil.

The biggest event in the children's sector in Latin America will bring together more than 10,000 retailers from all over Brazil and other countries, in addition to more than 350 exhibiting brands, including the main players in the fashion and childcare market. In addition to product display, FIT 0/16 and Pueri Expo offer free attractions to visitors, with the aim of bringing knowledge to market professionals. The free-of-charge lectures will address topics such as: sales, team training, technology, e-commerce, among others. The fashion shows, which are the great charm of the event, are curated by FIT 0/16 partner Bazaar Kids. Pueri Expo will also bring an innovations area, Pueri Trends, showcasing the main launches in heavy childcare (vehicle chairs, strollers, furniture, etc.) as well as light (accessories, toys, bottles, etc.).



FIT 0/16

International Trade Show
for Baby & Children´s Wear
www.fit016.com.br

Pueri Expo

International Trade Fair for
Baby & Childcare Products
www.pueriexpo.com.br
22.04. - 25.04.2021

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Managing Director:

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Information:

FIT 0/16 and Pueri Expo

Date: 22-25 April 2021

Venue: Expo Center Norte - Red Pavilion

Address: Rua José Bernardo Pinto, 333 - Vila Guilherme

Opening hours: 10:00 a.m. to 7:00 p.m. (on the last day, from 10:00 a.m. to 5:00 p.m.)

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Koelnmesse - Global Competence in Furniture, Decoration and Design:

Koelnmesse is the largest business trade fair organiser in the world in the of furniture and lifestyle industry. At the Cologne business hub, the main international fair imm Cologne, the LivingKitchen, ORGATEC, spoga + gafa, interzum and Kind + Jugend events are among the main meetings of the world industry for their sectors. In recent years, Koelnmesse has added international business fairs to its portfolio in the most important, rapidly expanding markets. These include idd Shanghai, interzum Guangzhou in Guangzhou and Pueri Expo in São Paulo. With Ambista, the online portal for decoration businesses, Koelnmesse offers direct access to products, contacts, experience and events relevant to the industry throughout the year.

More information available at: www.global-competence.net/interiors

About Koelnmesse Brazil:

Koelnmesse currently organizes six business trade fairs in Brazil: the children's fashion fair FIT 0/16, held twice a year in São Paulo; Pueri Expo, International Childcare Business Fair, an event inspired by the largest children's goods fair in the world, "Kind + Jugend"; WellFood Ingredients, International Summit of Functional and Nutraceutical Ingredients, and ANUFOOD Brazil, Exclusive International Fair for the Food and Beverage Sector, inspired by Anuga. In Curitiba, ANUTEK BRAZIL takes place every two years, a technology fair for the food industry. Koelnmesse Brasil is located in São Paulo and has a team with over 10 years' experience in organizing major events for various industries. The Brazilian subsidiary is responsible for Koelnmesse's international events, in addition to the future development of commercial activities in Brazil.

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<https://www.facebook.com/feirafit016>

<https://www.facebook.com/pueriexpo>

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