Press Release

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FIT 0/16 and Pueri Expo, leading trade fairs for the kids sector in Latin America, rescheduled their show date to June 2021

New Date: 6-9 June 2021
More growth, more security
More opportunities with the new digital platform f+p BIZ

Maintaining the commitment to health, well-being, and trust of all parties the 55th FIT 0/16 - International Trade Show for Baby & Children Wear, and the 5th Pueri Expo - International Trade Fair for Baby & Childcare products, would like to confirm a new date because of the present situation with Covid-19 in Brazil. The event will take place from 6-9 June 2021 at Expo Center Norte, in São Paulo - Brazil. Furthermore, reinforcing its focus on holding quality business meetings throughout the event and support programs, is important for the economic development of the entire sector.

"We know how important it's to sustain the bonds between all the involved in our sector, but in order to follow all measures and guidelines established regarding safety and wellbeing, we decided to postpone our trade fairs FIT 0/16 and PUERI EXPO. It was not an easy decision to make, but by doing it we will keep the trust of our customers, partners, and their employees a priority. Regardless of the great economic impact suffered due to this crisis, we are pretty sure that we will come out stronger from this challenge", says Jonathan Tadayuki, Project Manager at Koelnmesse in Brazil.

The biggest event for the kids sector in Latin America is expected to bring together approximately 10,000 retailers from all over Brazil and other countries, as well as more than 300 exhibiting brands, including the main players in the fashion and childcare market. In addition to the main exhibition, FIT 0/16 and Pueri Expo will promote matchmaking for buyers, along with free attractions to visitors, to bring knowledge to the market professionals.

During the traditional "Trend Forum", several themes will be highlighted in the agenda, such as E-commerce, team building, technology, sales, etc. The fashion show, the great charm of the event, will be curated by Harpers Bazaar Kids, partner of FIT 0/16 and to complete the show, Pueri Expo will also present an innovation area

FIT 0/16
International Trade Fair
for Baby & Children Wear
06.06.–09.06.2021
www.fit016.com.br

Pueri Expo
International Trade Fair
for Baby & Childcare
Products
06.06.–09.06.2021
www.pueriexpo.com.br

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named Pueri Trends, with products of the childcare market (car seats, strollers, furniture, accessories, toys, baby bottles, etc.)

"We thank all exhibitors, visitors, shopkeepers, partners, and the trade show teams of the kids portfolio involved for their effort. We know planning, especially in this time we are going through, has required a lot from everyone. The vaccine brings us the hope of a gradual improvement for our re-start because for the sector the face-to-face meetings are essential, and we are already more than eager to hold a great event for the kids market in June", concludes the Project Manager.

As part of the strategy of presenting different solutions that adapt to the new market reality, discovering and creating new possibilities, the f+p BIZ was launched at the end of last year. The exclusive platform is the connection between manufacturers, retailers and professionals in the kids fashion and childcare market. The f+p BIZ offers a new knowledge experience, dedicated marketplace format and inspiration sources, all in one place. Initially, it already gathers an express selection of brands and products making the interaction of the entire kids sector more dynamic and agile.

Service:
FIT 0/16 and Pueri Expo
Date: June 6-9, 2021
Trade fair hours: from 10:00 a.m. to 7:00 p.m. (on the last day, from 10:00 a.m. to 5:00 p.m.)
Venue: Expo Center Norte – Red Pavilion
Address: Rua José Bernardo Pinto, 333 – Vila Guilherme, São Paulo, Brazil

Exclusive online registration for visitors: www.fit016.com.br or www.pueriexpo.com.br. Registration in one fair grants access to the other.

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 bogotá in

Bogotá, 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/

Note for editorial offices:
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