



INTERNATIONAL TRADE SHOW
FOR BABY & CHILDREN WEAR



INTERNATIONAL TRADE FAIR FOR
BABY & CHILDCARE PRODUCTS

25.-28.05.2022
Expo Center Norte - São Paulo
From 10 a.m. to 7 p.m.

post show report



koelnmesse

the event

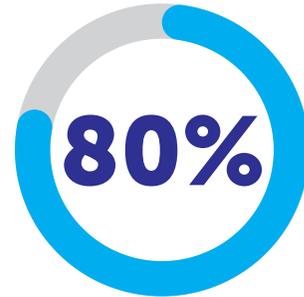


The 2022 return-to-live edition of FIT 0/16 and Pueri Expo was a success in terms of the number of exhibitors, and especially of visitors, and established itself as the innovation and business platform for the children's sector.

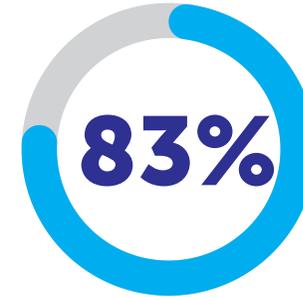
Together, FIT 0/16 and Pueri Expo, recognised as the main business, networking and aftermarketing meeting point for the children's sector, remain active to create connections between all manufacturers, retailers and professionals in the fashion and childcare market.



numbers



of the exhibitors
are satisfied with the overall
organization of the event



of the exhibitors
are satisfied with
the visitor turnout



9,571

visitors



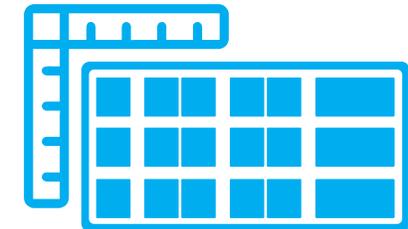
24

countries



+50%

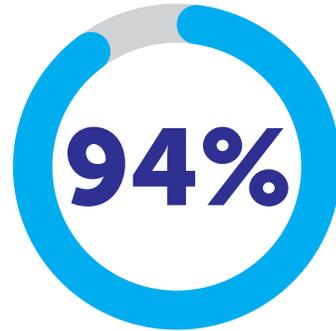
of the areas are
already rebooked for 2023



14,000sqm

exhibition area

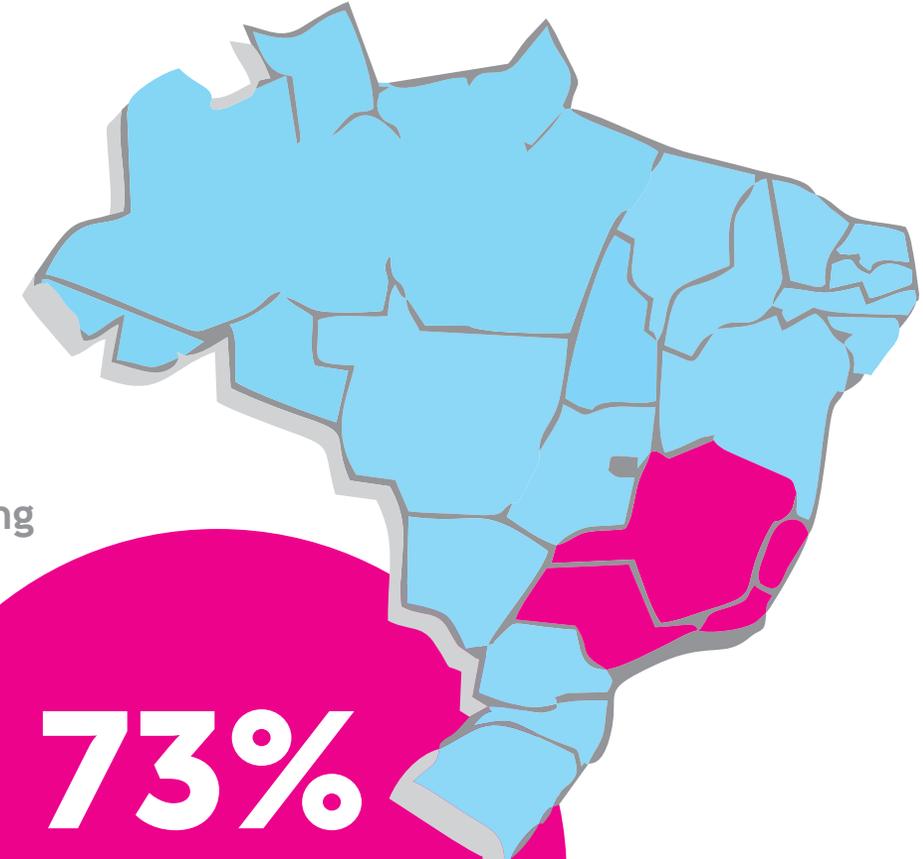
visitors



of the visitors are satisfied with the event



of the visitors are buyers or influence purchasing



80%
of the visitors are retail shopkeepers

10% are manufacturers
6% are distributors

73%
of the visitors are from the Southeast Region of Brazil

visitors



What the visitors were looking for



24

was the total
number of visiting
countries in 2022

ARGENTINA | BOLIVIA | CHILE | COMOROS | COSTA RICA | DOMINICAN REPUBLIC | ECUADOR | GHANA
GUINEA | JAPAN | LYBIA | MALI | MAURITANIA | NIGERIA | PAKISTAN | PANAMA | PARAGUAY | PERU
SOUTH AFRICA | UNITED ARAB EMIRATES | UNITED STATES | URUGUAY | VENEZUELA | ZAMBIA

content



+160
hours of content



Strategic actions to promote the strengthening and growth of the children's sector in the market

matchmaking - concept store
trend forum - FIT mini house
pueri trends - FIT fashion collection

fashion



FIT Fashion Collection catwalk show presented the latest trends for the next Spring-Summer season in an event full of charm.

To top it off, we celebrated the 10th anniversary of Bazaar Kids magazine with a truly dynamic fashion show that brought some of their cover models to parade through the aisles of the Pavilion.

20
participating
brands

3
days of highlights
on the catwalk



Harper's
BAZAAR
BRASIL
kids

trend forum

During the 4 days of the event, numerous specialists participated in the Trend Forum, presenting and discussing the most varied topics such as management, entrepreneurship, consumer behaviour, market transformations, retail, and sustainable fashion, among others.

It was indeed a veritable consultancy for all the participants!

16
industry
expert speakers

4
days of knowledge
and information



pueri trends

PUERI trends + TALU Concept
Enxoval de Bebês

FIT 0/16

PUERI EXPO

The second edition of the Pueri Trends competition, took place on the first day of the event. In addition to the Award ceremony, there is a space dedicated to the exhibition of the 12 most innovative products at the fair.

The general curatorship and choice of award-winning products was made by Talu Concept and its entire team.

Winning brands:



angie
by @angelus

Brasgroup*

Joie™

Lolly



SKIP*HOP.

SOPHIE
LA GIRAFE®

THULE®



concept store



Another special feature of this edition was the F+P Solutions Concept store, which presented a wide range of solutions for the clothing and footwear retail sector.

It served as a tool to help hundreds of retailers and visitors find out about and understand new ways to manage sales and delivery with the help of technology.

mini house

Mini Casa FIT 0/16 has six spaces inspired by the original house of the Minimundo Agency, located in São Paulo.

Visitors were able to get a closer look at the immersive experience of the children's universe with brands that value playfulness and well-being.

6
exhibiting
brands

100%
Brazilian-designed
products



business



“ “ There are large companies that can provide services throughout Latin America and can have good business results when buying in Brazil, since we have free trade agreements in my country (Costa Rica). The event featured many high-quality innovations and most of these brands export. ” ”

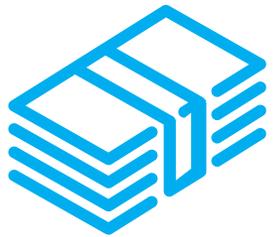
Carla Plascencia
Bebê Mundo - Costa Rica



MATCHMAKING

“ “ We are importers and distributors of baby and children's products and this is the first time we attended the fairs in São Paulo. I found an organized venue for visitors and exhibitors. I really enjoyed getting to know the latest brands and products, as the Brazilian market is extraordinarily rich and has many innovative ideas ” ”

Daniel Bercovich
Baby Company - Argentina



2,2 million

in business generated during the event



140

meetings held



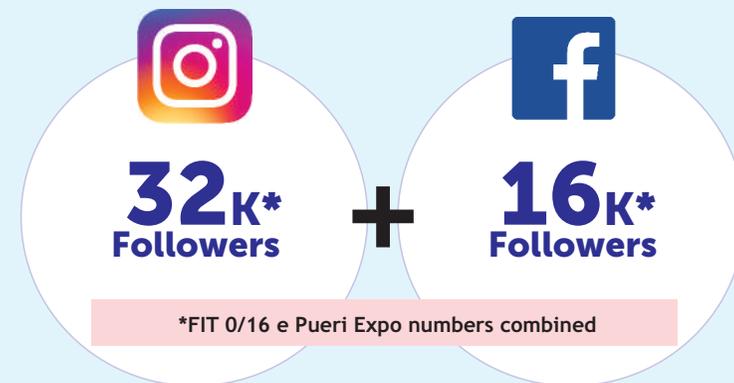
national and international buyers

partner ships



me dia

To achieve more public interest, the fairs partnered with top professionals and several celebrities, such as Talu Concept, the former Olympic synchronized swimming athletes Bia and Branca Feres, Ms. Kiko Sato and Karina Sato and Fernanda Floret, among others.



Kika Sato

 476K



Coração de Mamy

 274K



Talu Concept

 163K



Taty Betin

 424K



Bia e Branca Ferez

 1,1Mi



Mãe Musical

 110K



Karina Sato

 348K



Gi Rafik

 211K

testi- monials

“ The fair exceeded our expectations. Our launch was the result of a collaboration with PatBo, which brought the essence of Minas Gerais to a mother and daughter collection highlighting embroidery. It was a moment to reanimate customers and achieve our goals. In two days, our growth was 300% and we had more than R\$1 million in sales with national customers and customers from all over Latin America.”

André Macedo, Business Manager
Tempo de Criança



“ It is extremely important for our segment the return of in-person fairs such as FIT 0/16 and Pueri Expo! ”

Carlos Padula, CEO
Grupo Brascol



“ Returning post-pandemic, the feeling is that we achieved our goal before the end of the fair. In the first two days we had already made many contacts with new customers, and we had a chance to close two sales at the same time. It was great to celebrate the 50th anniversary of Fofinho. ”

Matheus Leme, Business and Marketing Manager
Fofinho Moda Bebê



the opinions of those who participate

“ The coolest thing was seeing customers again, most of whom we hadn't seen since the last fair. In this re-start edition of the fair we were able to listen to what the client is going through, as well as understand their situation. What was positive for the new customers, as we opened up good possibilities.”

Regina Manasieva, Business Director



“ We had 4 spectacular days! Not only did we have the highest number of orders, we also had the highest turnover in all the editions that we participated in FIT 0/16 and Pueri Expo.”

Mario Monte Alto, Director
Ibimboo



“ We felt a more mature and safer market after these two years of pandemic. Shopkeepers and visitors came here eager to see what was new. It was an opportunity to see many clients again and to make new ones. We also received people from many parts of the country, such as the North, Midwest and South. It is hard work as always, but it was very worthwhile to be part of this edition.”

Ana Carolina Itzaina, Managing Partner
Oásis Importadora



see you in
2023



**The next edition is
already on the calendar**

new date

**24-26
april
2023**

From 10 a.m. to 7 p.m.

www.fit016.com.br

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Organiser
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