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FIT 0/16 and PUERI EXPO will take place simultaneously from April 24th to 26th at Expo Center Norte in São Paulo

With more than 300 exhibiting brands and an estimated 24 visiting countries, the largest event of the children's sector in Brazil will deliver more than 160 hours of content and several novelties of attractions.

From April 24th to 26th, Expo Center Norte will host the 56th FIT 0/16 - International Trade Show for Baby & Children Wear, the biggest and most traditional event in the market with the main fashion trends for babies, children, and teenagers up to 16 years old. The event is celebrating 30 years of existence and, along with the 6th Pueri Expo - International Childcare Business Fair (which brings together the news, trends, and advanced technology in products designed for the child development phases, divided into light and heavy childcare), promises to deliver an edition with an audience even more focused on generating business, hundreds of exhibiting brands, and a comprehensive grid of lectures, workshops, and consultancies applied to business management.

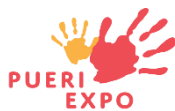
Targeted at the B2B public, including professionals from large department stores, retailers, toy and decoration stores, children's outlets, furniture stores, wholesalers and regional distributors, importers, exporters, sales representatives, and associations, Koelnmesse Brasil, the event organizer, expects to bring together more than 300 exhibiting brands, receive more than 10 thousand visitors from 24 countries, with business movement of around R\$ 2 million during the event.

The fairs represent an expressive portion of the category to which they belong and impact the economy and job generation. According to Sebrae, the market for children's products moves more than R\$ 50 billion per year in Brazil. This is a promising scenario with tendencies to grow even more.

Even during the worst moment of the pandemic, the children's market grew. To get an idea, in children's toy stores, sales registered an increase of 434.70% in the period from March to April 2020, according to a study conducted by the



FIT 0/16
INTERNATIONAL TRADE SHOW
FOR BABY & KIDS WEAR



PUERI EXPO
INTERNATIONAL TRADE FAIR FOR
BABY & CHILDCARE PRODUCTS

FIT 0/16
International Trade
Show for Baby &
Children Wear
24-26.04.2023
www.fit016.com.br

Pueri Expo
International Childcare
Business Fair
24-26.04.2023
www.pueriexpo.com.br

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Beni Piatetzky

Brazilian Association of Electronic Commerce (Abcomm) and Konduto, a company specializing in anti-fraud services.

According to the Brazilian Textile and Apparel Industry Association (Abit), Brazil is the largest complete textile chain in the West and the sector's turnover will reach R\$190 billion in 2021 against R\$161 billion in 2020, according to information from IEMI - Market Intelligence, a company specialized in market research, sector studies, and business consulting. When the subject is the evolution of supply and demand over the past few years in the Potential Market for Children's and Baby Fashion in Brazil, the numbers also draw attention. According to the IEMI report, in 2021 more than 1.2 billion baby and children's fashion items were produced. And in 2020, the segment employed more than 324,000 people.

"In addition to FIT 0/16's 30 years of existence, we have a lot to celebrate. After the success of 2022, we spent all these months working so that in 2023 the attractions would be reformulated, bringing more knowledge so that entrepreneurs and professionals can improve management on a daily basis. In addition, the business roundtable will have an even more qualified audience, with buyers from South America and Latin America. We have a huge potential in Brazil and we need to value our ability to generate the most diverse business within the children and youth category", explains Jonathan Tadayuki, Project Manager of Koelnmesse Brasil.

Exhibitor Brands

The largest event of the children's sector in Latin America is the meeting point of the main players in the fashion and childcare market, such as Dican, Cajovil, Petit Pelicano, Up Box, Baby Pil, Brasgroup Baby, Buba, Kuka, Motorola, Pais & Filhos, Unitoy, and others.

Attractions and experiences

Very well received in 2022, Mini Casa FIT 0/16 is back. The attraction will have four spaces inspired by the original house of the Minimundo Agency, located in the Perdizes neighbourhood in São Paulo. Visitors will enjoy an immersive experience of the children's universe with 100% Brazilian brands that value the playfulness and well-being.

FIT Fashion Collection - the most colourful and charming kids' runway in Brazil - will feature great brands parading and presenting their collections curated by Bazaar Kids Magazine.

Just like the Mini Casa, the f+p Solutions Concept Store is back, and will present several solutions specialized in retail clothing and footwear, thus

serving as an auxiliary tool for hundreds of shopkeepers and visitors to get to know and understand the new ways of doing sales and delivery management with the help of technology.

Focused on transmitting content that can really act assertively for its present audience, the Trend Forum will be a space not only dedicated to debates and lectures with the participation of big names in the industry but will also act as a real consultancy.

Curated by Talu Concept, the Pueri Trend showroom will exhibit numerous brands and award the 10 most innovative baby care launches according to the criteria of the judging committee composed of several experts, they are: Talu Concept Baby, Baby Kids, Compare Baby and EP Grupo.

Registration for visitors and shopkeepers from the children's sector is free and must be done in advance at the following address:

<https://www.euvou.net.br/FIT016EPUERIEXP02023/home>

FIT 0/16 Partners: NGO Florescer, Floradas, NGO Cerzindo, Brazilian Textile Retail Association (ABVTEX), Union of Footwear and Clothing Industries of Birigui (SINBI), Bazaar Kids, Blog Pop Pop, Nancy Fukuda, Diomedea, ABRARASTRO/AGRO 360°, Data System.

Pueri Expo partners: ONG Florescer, Floradas, ONG Cerzindo, Associação Brasileira do Varejo Têxtil (ABVTEX), Sindicato das Indústrias do Calçado e Vestuário de Birigui (SINBI), Bazaar Kids, Blog Pop Pop, Nancy Fukuda, Diomedea, ABRARASTRO/AGRO 360°, Data System, Talu Concept, Compare Baby, EP Grupo.

Service:

FIT 0/16 and Pueri Expo

Date: April 24-26, 2023

Schedule: 10am to 7pm

Place: Expo Center Norte - Red Pavilion

Address: Rua José Bernardo Pinto, 333 - Vila Guilherme, São Paulo, Brazil

Registration: <https://www.euvou.net.br/FIT016EPUERIEXP02023/compra>

Free transfer:

Metrô Tietê - Rua Marechal Odylio Denys, 138 - Metrô Tietê, São Paulo - SP, 02010-000

Downtown - Hotel Normandie - Av. Ipiranga, 1187 - Downtown São Paulo

About FIT 0/16

The FIT 0/16 Fair is the main fashion fair of the children's sector in Latin America. With fashion and clothing trends for babies, children, and teenagers up to 16 years old, as well as layette, furniture, decoration and much more, the fair, aimed only at retailers from all over the country, has attractions such as fashion shows, lectures, stands, trend forums and consultancies.

About Pueri Expo

Pueri Expo will be held simultaneously, the only and exclusive fair focused on the childcare sector in Brazil, which develops products dedicated to the well-being, health and safety of babies. The fair will bring together exhibitors focused on light and heavy childcare, with several novelties in the market, including car seats, feeding seats, baby carriers, layette, toys, safety products, furniture, decoration, hygiene and baby care, in addition to a grid of more than 160 hours of attractions.

About Koelnmesse

Global Competence in Furniture, Interiors, and Design: Koelnmesse is the world's largest fair organizer in the areas of furniture and lifestyle. In the Cologne trade fair hub, the leading international trade fair imm Cologne, as well as the LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind+Jugend events are among the world's leading industry meetings for their sectors. In recent years, Koelnmesse has added international trade fairs in the most important and rapidly expanding markets to its portfolio. These include idd Shanghai, interzum Guangzhou in Guangzhou, and Pueri Expo in São Paulo. With ambista, the online portal for interior business, Koelnmesse offers direct access to products, contacts, expertise, and events relevant to the industry throughout the year.

Note to editors

Photos from FIT 0/16 and Pueri Expo are available for download at

<https://www.fit016.com.br/galeria-de-fotos/>

<https://www.pueriexpo.com.br/galeria-de-fotos/>

Videos of FIT 0/16 and Pueri Expo are available for access on the sites

<https://www.fit016.com.br/galeria-de-videos/>

<https://www.pueriexpo.com.br/galeria-de-videos/>

FIT 0/16 and Pueri Expo in the social media

Facebook: www.facebook.com/feirafit016 |

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

Instagram: www.instagram.com/feira_fit016 |

www.instagram.com/pueriexpo

LinkedIn: www.linkedin.com/in/fit016/ | www.linkedin.com/company/feira-puteri-expo/

YouTube: <https://www.youtube.com/channel/UCwINoAN6brd-LdlaLXX3DMw>

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