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## Successful debut, MiniCasa will have novelties in the second edition of FIT 0/16

**Aiming to bring the enchantment of children's design to more shopkeepers, MiniCasa will have content production 'live at the fair**

"Really unforgettable". This is how Fernanda Emmerick defined the first edition of MiniCasa, project that returns to the 56th FIT 0/16 - International Children, Teen and Baby Fair. Between April 24 and 26, at Expo Center Norte, the attraction will produce live content, at the booth itself, and will be able to design proposals for videos and scenarios.

"With this project I was able to take the structure of my business to an environment full of tenants and opinion leaders of our niche. The feeling of mobility was not only positive from this point of view, even 'emotional', but very interesting strategically. I gained visibility, made new connections with potential customers and got, in fact, in addition to new customers, partners and followers on social networks. In short, being at FIT 0/16 again became very important for building brand authority", said Emmerick, who founded the agency Minimundo in 2016.

Jonathan Tadayuki, Project Manager at Koelnmesse Brazil, also believes that this union will be very beneficial for FIT 0/16. "With a totally authentic content, Minimundo agency's work enchanted not only me, but all the visitors who got to know their work in the 1st edition. We are very pleased with the renewal of this partnership, which has great synergy and, no doubt, will be a great attraction of our fair", he said.

### News in the 2nd edition

Besides the live production of content in the studio, the 2nd edition of the MiniCasa Project will also offer a ludic meeting point. "Some of the agency's clients will be able to exhibit their novelties to the shopkeepers. It will be a very modern project, signed by an architect specialized in children's environments, Marcella Reynol", reinforces the owner of Minimundo agency.

"I hope to strengthen the name of Minimundo, do a lot of networking and also take the enchantment of children's design to more retailers!



**FIT 0/16**  
International Trade  
Show for Baby &  
Children Wear  
24-26.04.2023  
[www.fit016.com.br](http://www.fit016.com.br)

**Pueri Expo**  
International Childcare  
Business Fair  
24-26.04.2023  
[www.pueriexpo.com.br](http://www.pueriexpo.com.br)

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Managing Director:  
Beni Piatetzky

The accreditation for shopkeeper visitors of the children's sector is free and should be done previously at the following address:

<https://www.euvou.net.br/FIT016EPUERIEXPO2023/home>

**FIT 0/16 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, ABIT, SEBRAE, AMPE GASPAR and FAPESC.

**Pueri Expo's partners:** Floradas, 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 24th to 26th, 2023

Schedule: 10am to 7pm

Venue: Expo Center Norte - Red Pavilion

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

Accreditation: <https://www.euvou.net.br/FIT016EPUERIEXPO2023/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 for 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 shopkeepers 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 child care 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 various innovations 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 trade fair organizer in the areas of furniture and lifestyle. In the Cologne fairground, 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 on social networks:

Facebook: [www.facebook.com/feirafit016](http://www.facebook.com/feirafit016) |

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

Instagram: [www.instagram.com/feira\\_fit016](http://www.instagram.com/feira_fit016) |

[www.instagram.com/pueriexpo](http://www.instagram.com/pueriexpo)

LinkedIn: [www.linkedin.com/in/fit016/](http://www.linkedin.com/in/fit016/) | [www.linkedin.com/company/feira-pueri-expo/](http://www.linkedin.com/company/feira-pueri-expo/)

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

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