

No. 05, Pró Comunicação, March 2023, São Paulo-Brazil

## Vista Brasil supports the participation of small companies at FIT 0/16

**The biggest retail event of its kind in the children's fashion sector in the country presents great business potential and is important for brand promotion**

The Vista Brasil program, maintained by the Brazilian Textile and Apparel Industry Association (Abit) in partnership with Sebrae, will support the participation of 10 small and micro companies in the 56th FIT 0/16 - International Children, Youth and Baby Fair, the largest and most important of its kind in Brazil. The event will be held from April 24 to 26, 2023, at Expo Center Norte - Pavilhão Vermelho, in Vila Guilherme, in São Paulo.

"The expectation is that smaller brands, especially those that have never participated in the fair, can have this experience, gain visibility and, with our mentorship, do great business, make many contacts and establish new goals so that in the future they can walk their own steps, always counting on us in each of these steps," says Lilian Kaddissi, executive-superintendent of special projects at Abit.

Vista Brasil supports and encourages the participation of small companies in some of the main apparel events in the country, aiming to include and promote new brands. "This partnership is very interesting for both sides. Through it, new companies can have the chance to exhibit their products and present their solutions, enriching our fair. Once again, the winners are the visitors, who will have access to and get to know new brands", says Jonathan Tadayuki, Project Manager of Koelnmesse Brazil.

There are many advantages in participating in fairs through Vista Brasil, starting with a significant discount on the stand price: individual spaces for each brand in the program's collective areas; special visual programming of stands; creation of promotional material for each event; disclosure of the participation of the group of brands in Abit's contact base, operational support from the association in all stages; practical and didactic advice for the brand to be prepared and successful during the events; and face-to-face monitoring by an Abit representative during the fair.

The fair is open to shopkeepers from the children's sector, with free entrance, subject to prior accreditation. Professionals from large department stores,



**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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Beni Piatetzky

boutiques, department stores, retailers, toy and decoration shops, children's outlets, furniture shops, manufacturers, wholesalers and regional distributors, importers, exporters, sales representatives, e-commerce, associations and media will be present, highlighting the importance of the event for business and networking.

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 GASPAS 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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