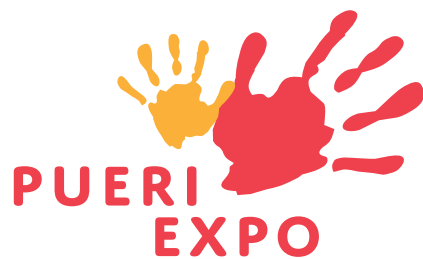




INTERNATIONAL TRADE SHOW  
FOR BABY & CHILDREN WEAR



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



# 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.

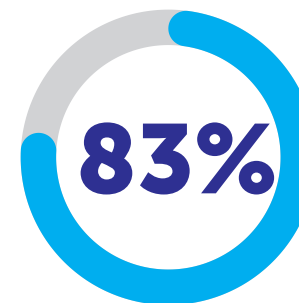
**Together, FIT 0/16 and Pueri Expo**, recognised as the main business, networking and aftermarketing meeting point for the children's sector, remain active to create connections between all manufacturers, retailers and professionals in the fashion and childcare market.



# 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



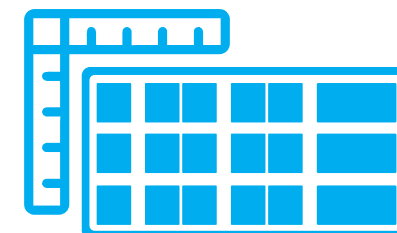
**24**

countries



**+50%**

of the areas are  
already rebooked for 2023



**14,000sqm**

exhibition area

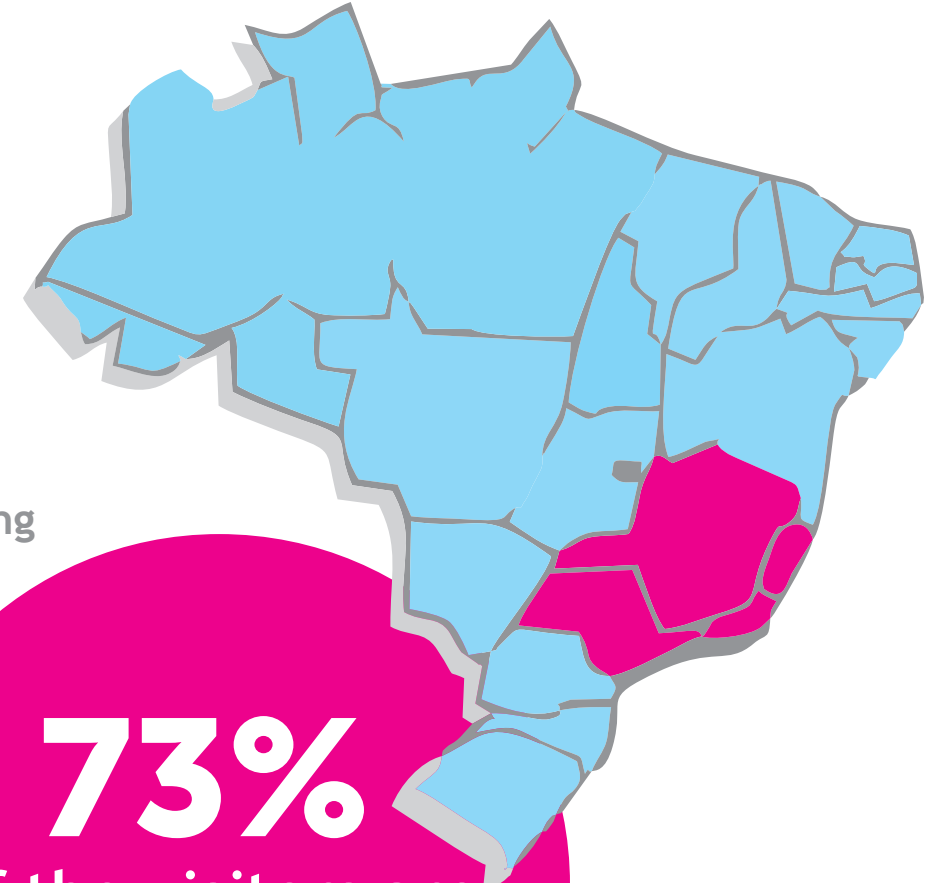
# visitors



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

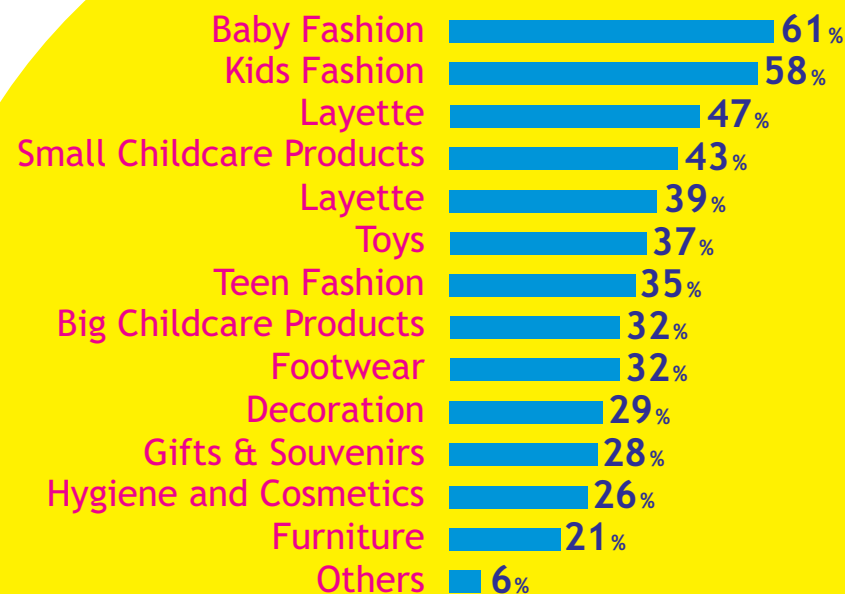
**73%**  
of the visitors are  
from the Southeast  
Region  
of Brazil



# 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:



Brasgroup\*

Joie™

Lolly



SKIP\*HOP



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



**2,2 million**

in business generated  
during the event



**140**

meetings held



national and  
international buyers

“ 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

# 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.



**32K\***  
Followers



**16K\***  
Followers

+

\*FIT 0/16 e Pueri Expo numbers combined



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](http://www.fit016.com.br)

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Organiser

