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To promote sustainable fashion, FIT 0/16 receives ABVTEX's support

Association leads the ABVTEX Program and the ModaComVerso movement, which aims to educate the consumer to know the process of clothing production and demand transparency and responsible origin of products from the brands

Bringing together the most representative national and international retail chains that sell clothing, footwear, fashion accessories, and textiles for the home, ABVTEX (Brazilian Textile Retail Association) is an institutional supporter of the 56th FIT 0/16 - International Fair of the Children's and Baby Sector.

The event, which takes place between April 24 and 26, at Expo Center Norte, will also absorb the ABVTEX pillars. "Our purpose is to promote sustainable fashion, making it more accessible through the development of an ethical, responsible, innovative, competitive, and transparent value chain. We promote dialogue in favor of the sector's interests," says Edmundo Lima, executive director of the association.

"We are extremely happy with this partnership for our event. We are sure that the support of ABVTEX will be an incentive for public participation, also showing how important good management practices are for the sector," says Jonathan Tadayuki, Project Manager of Koelnmesse Brasil.

The large retail chains represented by ABVTEX have assumed since 2010, with the ABVTEX Program, the commitment to monitor and develop the production chain to use the best practices to combat irregular foreign labor, child or slave-like labor. "The initiative is considered the largest sectorial effort in the fashion value chain in Latin America in favor of social responsibility, compliance, and in the promotion of decent work. In January 2023, the Program registered almost 434 thousand workers among the 3.9 thousand approved supplier companies, located in 660 cities, in 18 Brazilian states. These professionals are positively impacted by compliance with the labor legislation, with the guarantee of their rights and of health and safety conditions at work," added Lima.



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

Social role

Launched in September 2021, ModaComVerso is a movement led by ABVTEX, whose purpose is to educate the consumer so that he/she is aware of how clothes are produced and can demand transparency and responsible origin of the products from the brands. It brings together 17 major fashion retailers, 18 civil society organizations that are references in the topic (such as Repórter Brasil, Ethos Institute, Fashion Revolution, among others), and the 3.9 thousand suppliers of the ABVTEX Program in a common cause: the fight against slave, child, and irregular foreigner labor, in addition to informality in fashion.

"ModaComVerso is focused on communication and consumer engagement. We seek to support consumers in their choices, valuing transparent fashion and the awareness of buying from brands that monitor their chain. The consumer's engagement is extremely important for the transformation of fashion and the development of the value chain," concludes Lima.
<https://www.euvou.net.br/FIT016EPUERIEXPO2023/home>

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

Pueri Expo partners: NGO Florescer, Floradas, NGO Cerzindo, Brazilian Textile Retail Association (ABVTEX), Union of Footwear and Apparel Industries of 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 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 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 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 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 |

<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-
pueri-expo/](http://www.linkedin.com/company/feira-pueri-expo/)

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

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