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Business Matchmaking will also take place at exhibitors' stands this year at FIT 0/16 and Pueri Expo

Meetings between manufacturers and shopkeepers with national and international buyers will also take place in the traditional format, in a space dedicated to negotiations

The exhibitors of FIT 0/16 - 56th International Trade Fair for Children, Teenagers and Babies and Pueri Expo 6th International Business Fair on Childcare will be able to schedule business rounds in their own booths at this year's edition of the fair, which takes place between 24 and 26 April, at Expo Center Norte, Red Pavilion. The novelty, which will be curated by Broggini Consultoria, does not exclude the business rounds in a space of their own.

According to Gabriel Walmory, partner at Broggini, the projection is to hold more than 200 meetings during the three days of the fair. "We should have at least 10 buyers from Brazil and South America who come to the fair interested in buying the products on display. What we do is facilitate their approach to the companies."

Created to foster sales and strengthen the growth of the fashion sector and products for the infant and baby public, the rounds resulted in a business volume during the event last year in the order of R\$ 2.2 million. Koelnmesse Brasil, the promoter of FIT 0/16 and Pueri Expo, expects to exceed these results this year. Walmory points out that these meetings provide several opportunities for the market by bringing together suppliers and decision-makers who seek to learn about children's fashion trends for the next season, baby market launches, strengthen relationships with new suppliers, diversify the product mix of their shops and increase their network of contacts.

The presence of buyers from Uruguay, Paraguay and Chile is already confirmed, as well as from states such as Alagoas, Espírito Santo, Rio Grande do Sul, Minas Gerais, Bahia and the interior of the State of São Paulo. "We may have more states represented, as there are still some ongoing negotiations," recalls the executive.



INTERNATIONAL TRADE SHOW
FOR BABY & KIDS WEAR



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

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 Odílio 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 |

<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/

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

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