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Pueri Expo will present trends and awards for innovations in the childcare sector

2nd Pueri Trends Contest will present the novelties in the light and heavy childcare segments during the fair

The 56th FIT 0/16 - International Children, Teen and Baby Fair will receive, between April 24 and 26, exhibitors from the childcare sector, who will bring to Expo Center Norte, in the city of São Paulo, the main novelties and trends of the market. To further encourage the search for new solutions, the event will feature the 2nd edition of the Pueri Trends contest, which will award the most innovative products in 8 categories - Toy, Car Seat, Stroller, Lightweight Childcare, Furniture & Decoration, Safety, Sustainability and Technology.

"This project is open to all exhibitors. You can participate if you work with strollers, baby bottles, furniture, toys, decoration... It is an award for the most innovative products that will be launched. For the jury panel, we invited some partners from the sector to do the pre-analysis, define the criteria and select the most innovative products that will be awarded on the first day of the fair," explains Jonathan Tadayuki, Project Manager of Koelnmesse Brazil.

This year's edition will feature the analysis of Flávia Ramalho, co-founder and executive director of Baby and Kids; Talu Adjuto, specialist in baby products and founder of Talu Concept Baby; Emanuel Balduino, creator of Compare Baby; and Marici Ferreira, president of Abral (Brazilian Licensing Association) and director of EP Grupo.

"It was very interesting for us to give an incentive to the exhibitors, making them invest in products to attend the Brazilian market. And this brings media to them. This year, we launched the innovation stamp so that exhibitors can put it on the website and social networks, divulging that the companies had an innovative product. It is another appeal to show this value", added Tadayuki.

Approximately 100 brands will be present at the fair and, therefore, can participate in the contest. The jury expects that the solutions presented will bring benefits to consumers' lives.

"I hope to see products that excel in innovation and technology, and that offer benefits and practicality to the lives of babies and their families. This is an important contest for us, retailers. Thus, we will have a parameter to better analyze this market that is only growing. With the fair, it is possible to see



FIT 0/16
International Fair of the
and Children's Sector
Baby
24.04.-26.04.2023
www.fit016.com.br

Pueri Expo
International Trade
Fair for
Business in Childcare
25.05.-28.05.2022
www.pueriexpo.com.br

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Beni Piatetzky

the commitment and the brands' care in presenting differentiated products that add value", assesses Flávia Ramalho.

"I look forward to seeing the novelties of the main national and international brands in the segment. I am happy to see companies betting to bring brands from Europe to Brazilian families and I am also proud to see national brands investing in research and technologies every year. Even with taxes and challenges, the segment has been growing in the country", said Talu Adjuto.

Post-pandemic market reacceleration

The last few years have also been challenging for the childcare area because of Covid-19. Virtual commerce gained relevance and companies had to rethink their needs to serve the Brazilian market, according to Emanuel Balduino.

"The industry is evolving more and more. Our main contact is with brands and end consumers. In the pandemic, it was a race for them to be aligned with the market in the digital part. Companies that until then had a certain distance from e-commerce had to go after updating themselves quickly in order to be able to commercialize their products. Those who were already prepared won out," Balduino evaluates.

He also reinforces that "in society, the search for a healthier life has increased. Products with a more sporting proposal have stood out. Unfortunately, some that come to Brazil are projected abroad, without thinking about the domestic market, which has peculiarities. The market is recovering well, the fair will have new exhibitors and these are betting on the Brazilian market with new products and very interesting launches."

Lina Couy, CEO of BupBaby, will be one of the exhibitors at the event and will also participate in the 2nd edition of the Pueri Trends contest. For her, it will be a great opportunity to follow the reheating of the market after the arrival of the pandemic.

"The increased flow of consolidated shopkeepers will be important for the children's sector. At the fair, everyone will be able to have a broad view of the most innovative launches. This way, shopkeepers will be able to choose in which trends they should invest", he highlighted.

Registration for visitors and shopkeepers from the children's sector is free and must be done in advance at the following address:

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

FIT 0/16 Partners: NGO Florescer, NGO Cerzindo, Brazilian Textile Retail Association (ABVTEX), Union of Footwear and Clothing Industries of Birigui

(SINBI), Bazaar Kids, Blog Pop Pop, Nancy Fukuda, Diomedea, ABRARASTRO/AGRO 360°, Data System, ABIT, SEBRAE, AMPE GASPAS and FAPESC.

Pueri Expo partners: Bazaar Kids, Blog Pop Pop, Nancy Fukuda, Diomedea, ABRARASTRO/AGRO 360°, Data System, Talu Concept, Compare Baby, EP Grupo.

Service:

FIT 0/16 e Pueri Expo

Date: April 24-26, 2023

Schedule: 10am to 7pm

Place: 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

Centro - Hotel Normandie - Av. Ipiranga, 1187 - Centro Histórico de São Paulo

About at FIT 0/16

The FIT 0/16 Fair is the main fashion fair of 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 at 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 several novelties 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 the 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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