

No. 10, 2Pró Comunicação, April 2023, São Paulo-Brazil

FIT 0/16 and Pueri Expo will count on an extensive program of lectures given by big names in the infant-youth and childcare sector

Focused on transmitting knowledge that can really act assertively for its audience, the Trend Forum, attraction of the largest event in the children's industry in Brazil, will deliver 20 hours of content that will empower, inspire and bring innovation to the day to day shopkeepers

The 56th FIT 0/16 - International Fair of the Infantojuvenile and Baby Sector and the 6th Pueri Expo - International Childcare Business Fair are getting ready to be the stage for the Trend Forum, a space dedicated to debates and lectures with big names in the sector, from April 24th to 26th, at Expo Center Norte.

The Trend Forum works as a real consultancy, considering that the issues addressed serve from small to large companies and in various sectors of retail performance for children and youth market.

Among the confirmed speakers is Nancy Fukuda, an expert in fashion business, sales results, and mentor for children's retailers, who will give two lectures, "Simple Steps on Children's Store Purchases to Turn Stock Faster" on April 24 at 3pm, and "The Practical Guide to Turn Children's Stock 7 Times Faster with WhatsApp" on April 26 at 1pm. To talk about "The main trends in children's fashion for summer/23", Katia Duarte from Pop Pop Blog, a reference in children's fashion, will also be present on April 24, at 4pm.

On the second day of the event, several topics of interest to professionals in the industry will be addressed. Going through the concept of "DIY - Do it yourself", the lecture "How to take pictures of children's fashion using your own phone" is in charge of Amanda Garcia from the Shopkeepers School, and thinking about marketing and digital market, the lectures will discuss "How to overcome marketing challenges and increase sales in the children's sector" with Patricia Maciel, CEO of Entrelinhas Marketing Agency and the "Digital Market Trend - Children and Youth and Baby" by Fernando Roberti, Commercial Director of Dotkom, an agency specializing in e-commerce. Also on the second day, Jaison Schneider, CEO of Meu Crediário, will speak on the theme "Transforming credit granting with technology: The key to sell more and improve profit", at 5pm.

On the third day of the fair, the proposal is to talk about "Why should you accept digital payments in your physical store?", a subject that will be addressed by Charles



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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Hagler, CEO of Shipay, a fintech that integrates a hub for the main digital payment wallets, such as PicPay and Mercado Pago, into the POS/ERP system.

The complete content grid will also feature spokespeople from Sebrae, Associação Brasileira da Indústria Têxtil e de Confecção (ABIT), Grupo Boticário, Data System, Talu Concept, Diomedea, and Dani Boll speaking about entrepreneurship, influence marketing, among other topics relevant to retail for children and youth.

The complete program of the Trend Forum can be seen at this link:

<https://www.fit016.com.br/ciclo-de-palestras-trend-forum/>

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

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

Partners of FIT 0/16: ONG Florescer, 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.

Partners of Pueri Expo: ONG Florescer, 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, 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

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

About 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 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 fair organizer in the areas of furniture and lifestyle. In the Cologne trade fair hub, 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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