

No. 12, 2Pró Comunicação, April 26, 2023, São Paulo

FIT 0/16 and Pueri Expo offer business opportunities for micro and small entrepreneurs in the children's wear and childcare market

With a lot of attractions and product launches, the events also offered more than 160 hours of content, allowing for the sharing of experiences and information

With the participation of 250 exhibiting brands and visitors from 24 countries, the **56th FIT 0/16 - International Trade Show for Baby & Children's Wear** and the **6th Pueri Expo - International Childcare Business Fair** reinforced the commitment of these sectors to promote entrepreneurship and support the sustainability of the fashion industry. Promoted by Koelnmesse Brasil, the events, held simultaneously from April 24th to 26th, filled the corridors of the Red Pavilion at Expo Center Norte, bringing together 9,680 visitors.

To promote sustainable fashion, the events are supported by the Brazilian Retail Textile Association (**ABVTEX**), which heads the ABVTEX Programme and the ModaComVerso movement, dedicated to educating consumers on the process of producing clothes and demanding transparency from brands and the responsible origin of products.

Once again, the fair fulfilled its mission to represent Latin America in this sector, which is very important for Koelnmesse GmbH, according to Beni Piatetzky, general director of Koelnmesse Brazil.

Piatetzky emphasized that the company, the main international organiser of trade fairs for high-quality products for babies and children, has three international events for the sector. "In addition to Brazil, we have Kind+Jugend ASEAN, held from April 5th to 8th in Bangkok, Thailand, and Kind+Jugend, which takes place from September 7th to 9th this year in Cologne, Germany."

The success of this year's fairs is confirmed by the exhibitors who are already signing contracts to participate next year, according to Jonathan Tadayuki, project manager at Koelnmesse Brazil. "92% of the spaces available for the 2024 edition, which will take place from April 23 to 25 at Expo Center Norte, in São Paulo, have already been reserved."

Carla Anita Tanaka, Marketing Manager at **Lolly Baby**, is among the companies that have renewed their participation at the FIT 0/16 in 2024. "We have already signed a contract to be at the next edition of the fair. This year, we felt it was more structured.



FIT 0/16 - International Trade Show for Baby & Children's Wear
24/04 -26/04, 2023
www.fit016.com.br

Pueri Expo - International Childcare Business Fair
24/04 -26/04, 2023
www.pueriexpo.com.br

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It was very good. We had great feedback, with many customers visiting us, and new contacts. So much so that we signed contracts over the three days of the event and also met with some business people that we had been sounding. We anticipate good business in the coming months from these meetings here at the fair.”

For Abit (Brazilian Textile and Apparel Industry Association), participating at FIT was very important. According to Lilian Kaddissi, executive manager of Special Projects at the entity, this is a representative event for the children's fashion sector. “The fair provides an opportunity to present the agreements and projects we have with partners such as ApexBrasil, Sebrae Nacional and the Government of São Paulo, in addition to providing access to different kinds of companies. FIT attracts many buyers, already on our radar, especially in our project with Sebrae for the promotion of micro and small companies in the sector and the children's fashion segment,” she explains.

This year, the fairs brought attractions such as the **FIT Fashion Collection**, a kids runway where 13 brands presented their 2024 Spring/Summer collections and trends, curated by the magazine Bazaar Kids. Over the three days, exhibitors had the opportunity to participate in **Business Roundtables**, meetings between manufacturers and retailers with 10 national and international buyers.

In addition, as a stimulus for innovation and product development, the winners of the **Pueri Trends** award, curated by Talu Concept, were announced. The seven most innovative childcare product launches were awarded, according to the criteria of the judging committee made up of specialists from leading brands in the sector: Talu Concept Baby, Baby Kids, Compare Baby and EP Grupo.

Among the attractions, visitors had the chance to get to know the environments of the 2nd edition of **MiniCasa FIT 0/16**, inspired by the original house of Agência Minimundo, located in the Perdizes neighbourhood (SP), with live content production in the studio. The 2nd edition of the MiniCasa Project offered a fun meeting place for the public, the **Pueri Trends** showroom, with an exhibition of the most innovative childcare product launches. Another meeting place for professionals and business people in the sector was the **f+p Solutions Concept Store**, which presented a number of specialised solutions for retail clothing and footwear.

The public also had access to market specialists, allowing for the sharing of experiences, in addition to acquiring information on store management, digital marketing and e-commerce, among other topics of interest. The content was part of the **Trend Forum** agenda, which offered over 160 hours, providing consulting for small to large companies in different sectors in the children's and childcare retail market.

International presence

In addition to the visitors from 24 countries, the events also brought together exhibitors from China, Austria, Peru, Sweden and Poland.

PROMPERÚ Brasil seeks to promote market growth and Peruvian exports. **Petite Fourmi**, **Pima Baby**, **Petit Voyageur**, **Cotton Project**, **BBmio** and **Diegui's** were among the companies present. "We did USD 40 million in business just in the baby market, but we still sell very little to Brazil. We have the capacity to serve this market, which values quality and sustainability," said Silvia Seperack, director of the company's commercial office.

Axkid, from Sweden, **MAM Baby**, from Austria, and **Misimi**, from Poland, were among the representatives from Europe at the event. "It's a great opportunity to do business. We have been in the market for nine years, with the brand already present in Europe. Now we want to expand our business," Joana Dobosz, CEO of Misimi, explained.

Betting on sustainability, the American company **Newell Brands** brought the 'Nuk for Nature' line, with a pacifier made of 98% recyclable material, in addition to the 'Lillo friends' and 'Gracco' lines.

Generating business

Aimed at generating business, there were **Business Roundtables** for manufacturers and retailers on the first two days of the 56th FIT 0/16 and Pueri Expo events with 10 national and international buyers. According to Gabriel Walmory, a partner at Broggini, curator of the roundtables, there were 360 meetings over the three days of the fairs. "The roundtables were scheduled in advance, but we had to add more because several companies approached us asking to participate in the meetings," he explained. In the end, there were 20% more meetings than originally scheduled. "On average, each company had seven meetings, providing an opportunity for future business," according to Walmory. The expectation is that the roundtables will generate BRL 9.3 million in business in the coming months.

Another novelty the executive highlighted was the holding of roundtables at the stands themselves. "Buyers agreed to go to the exhibitor after 4 pm, when we end activities, to get to know their products, and the result was very good, as we discovered." Buyers from Uruguay, Paraguay and Chile participated in the business roundtables, in addition to Brazilian states such as Alagoas, Espírito Santo, Rio Grande do Sul, Minas Gerais, Bahia and the capital and interior of São Paulo.

Luciana Ferro, CEO of **Sato Kid**, at her first FIT 0/16, celebrated the results of their participation at the event. "Our debut at the fair has been amazing. We are very satisfied with the results. We came here mostly to network, to get to know retailers, the public that could be our future buyers, because our B2B work still hasn't begun, but we are very satisfied. We got a lot of feedback, with potential business that we hadn't even imagined, in addition to feedback about the brand that makes us very happy, knowing that we are on the right path."

Fashion in sync with social issues

Page
4/5

Initiatives to serve or care for children and youth gained prominence at the 56th FIT 0/16 and the 6th Pueri Expo, which signed social partnerships with the NGOs **Florescer**, **Aldeias Infantis SOS**, **Cerzindo** and **Instituto Cultural Juliana D'Agostini**. In a world where social causes are gaining greater importance, the fashion segment has also demonstrated that it is aware of this global trend.

The NGO **Florescer** has existed for 33 years and provides extracurricular courses for children aged 4 to 14 in the community of Paraisópolis in São Paulo. The women and mothers from the community also participate in the initiative by making items from textile waste and recycling jeans. In 2022 alone, the initiative was able to reuse two metric tons of jeans that would have been disposed of.

Homeless children are assisted by **Aldeias Infantis SOS**, which is the largest NGO providing homes for children in the world. Present in 137 countries, the organisation has been working in Brazil for 54 years. "Around the world, there are 17 million children who do not have a family environment. Just here in this country, we help between 15,000 and 20,000 people every year in 11 states and the Federal District," explains Alexia Gattermaier, head of fundraising.

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

Pueri Expo partners: NGO Florescer, NGO Cerzindo, the Brazilian Retail Textile Association (ABVTEX), Union of Footwear and Clothing Industries of Birigui (SINBI), Bazaar Kids, Blog Pop Pop, Nancy Fukuda, Diomedea, ABRARASTRO/AGRO 360°, Data System, Talu Concept, Compare Baby, EP Grupo.

About FIT 0/16

FIT 0/16 is the main fair for the children's fashion sector in Latin America. With fashion and clothing trends for babies, children and teenagers up to 16 years old, as well as layettes, furniture, decoration and much more. The fair, aimed at retailers across the country, features attractions such as fashion shows, presentations, booths, the trend forum and consulting.

About Pueri Expo

Taking place simultaneously, Pueri Expo is the only fair exclusively focused on the childcare sector in Brazil, which develops products for the well-being, health and safety of babies. The fair brings together exhibitors focused on childcare accessories and products, with market innovations including car seats, feeding chairs, kangaroos,

layettes, toys, safety products, furniture, decoration and hygiene and baby care, as well as a schedule of over 160 hours of attractions.

Page
5/5

About Koelnmesse

Koelnmesse is a leading international organiser for fairs focused on premium baby and children's products and layettes. In Cologne, Germany, the world's leading fair Kind+Jugend annually showcases the latest products, trends and innovations as an established sector platform for global business. In addition, Koelnmesse is expanding its portfolio internationally. In Latin America, Pueri Expo, in São Paulo, is the largest fair for high quality products for the baby and children's segment, focused on bringing together the main Brazilian and international brands, with buyers and retailers in the region. With the Kind+Jugend ASEAN fair, this successful trade show brand launches yet another event in Bangkok, Thailand, specifically aimed at the emerging countries in Southeast Asia.

Next shows

Kind + Jugend, Cologne, Germany: 07.-09.09.2023

Kind + Jugend, Bangkok, Thailand: 25.-27.04.2024

Note to the press

Photos of FIT 0/16 and Pueri Expo are available for download on these websites

<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 on these websites

<https://www.fit016.com.br/galeria-de-videos/>

<https://www.pueriexpo.com.br/galeria-de-videos/>

FIT 0/16 and Pueri Expo on social media:

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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