



INTERNATIONAL TRADE SHOW
FOR BABY & KIDS WEAR



INTERNATIONAL TRADE FAIR FOR
BABY & CHILDCARE PRODUCTS

24.-26.04.2023

Expo Center Norte - São Paulo
from 10 am to 7 pm

POST SHOW REPORT 2023



THE EVENT

The 2023 edition of FIT 0/16 and Pueri Expo was a success, both in the number of exhibitors as well as qualified visitors, establishing the event as the main innovation and business platform for the children's sector.

Together, the trade fairs have promoted the connection between manufacturers, retailers and professionals in the fashion and childcare market over the years, especially FIT 0/16, which celebrated its 30th year in 2023.



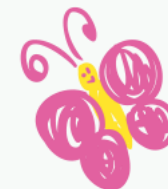
9.680

Qualified visitors



250

Exhibitors from 5 countries



VISITORS



97%

of visitors are
satisfied with the
event



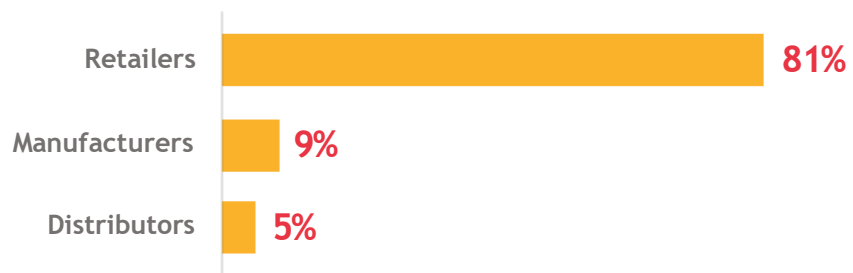
90%

of visitors are buyers or
influence purchasing
decisions



96%

of visitors are retailers

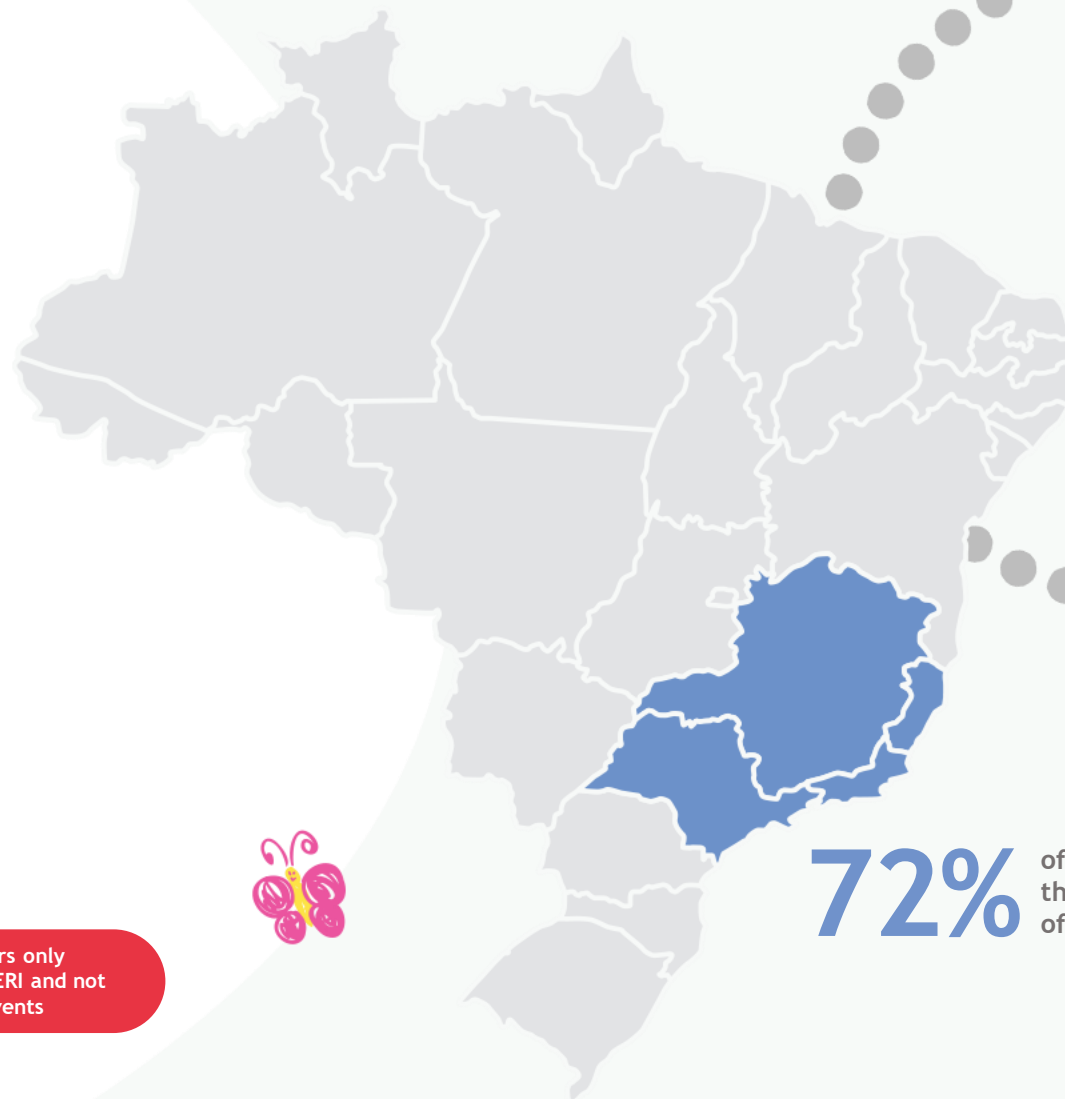


40%

of visitors only
visit FIT and not
other events

59%

of visitors only
visit PUERI and not
other events



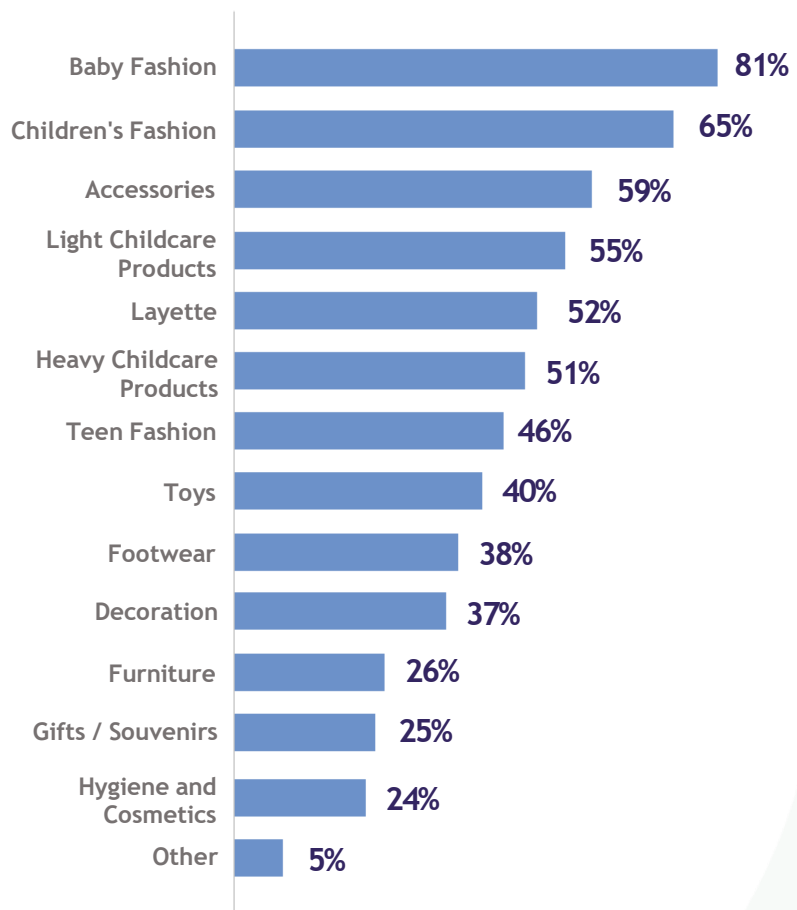
72%

of visitors are from
the southeast region
of Brazil





WHAT VISITORS LOOK FOR



A total of 26 visiting countries attended in 2023



Germany



Cameroon



India



Peru



Algeria



Canada



Lebanon



Taiwan



Argentina



Chile



Mali



Tanzania



Benin



China



Mexico



Turkey



Bolivia



Ecuador



Nigeria



Uruguay



Bulgaria



United States



Pakistan



Burundi



Ghana



Paraguay

CONTENT



+160h
of content



Strategic actions for the strengthening and promoting the children and youth sector

- Matchmaking
- Concept Store
- Pueri Trends
- Trend Forum
- FIT Mini House
- FIT Fashion Collection



CATWALK

The FIT Fashion Collection show presented the latest trends for the next Spring-Summer season on the most charming runway in Brazil! With the curatorship of Bazaar Kids, the dynamic fashion show brought the models from magazine covers to model on the Pavilion's runway.

13

Participating
Brands

03

Days of Runway
Highlights





TREND FORUM

During the 3-day event, a number of experts participated in the Trend Forum, presenting and discussing different topics including management, entrepreneurship, consumer behaviour, market transformations, retail and sustainable fashion, among other topics.

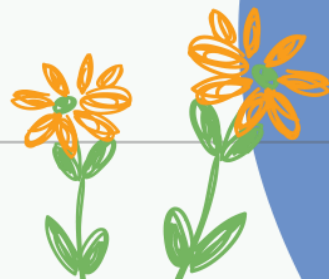
It was a veritable consulting event for all participants!

16

Industry
Expert
Speakers

03

Days of
Knowledge and
Information



PUERI trends



On the first day of the event, the 3rd edition of the Pueri Trends competition was held, a space that exhibits the 7 most innovative products at the trade fair and which guaranteed an award on the first day of the event.

The general curatorship and selection of awarded products was carried out by a team of experts in the children's sector made up of Pueri Expo partners: Talu Concept Baby, Baby Kids and Compare Baby.



The winning brands were:

1. Food Category - 360 Chair • Brand: Marcus & Marcus
2. Toy Category - 5-in-1 Walker and Tricycle • Brand: Tiny Love
3. Car Seat Category - Baby Comfort Coral 360 • Brand: Maxi-Cosi
4. Baby Carriage Category - Leona 2 • Brand: Maxi-Cosi
5. Childcare Accessory Category - Portable USB Inhaler/Nebulizer • Brand: Bioland
6. Sustainability Category - Salsa 4 Toffee • Brand: ABC Design
7. Technology Category - Portable Electric Wearable Pump • Brand: Kababy



CONCEPT STORE

Another highlight of the event was the f+p Solutions Concept Store, which presented various solutions for the clothing and footwear retail sector.

It served as a support tool for hundreds of retailers and visitors to learn about new methods for managing sales and delivery with the help of technology.





MINI HOUSE

Mini House FIT 0/16 represented the Mini Mundo agency in its essence: it was a mixture of interaction, coffee and sweets.

The production of content and curation of items is what moved all these encounters. For this reason, the project's mission was to create and play in the agency's studio!

Furniture:  [ameisedesign](#)

Wallpaper:  [t.design.decor](#)

Carpets:  [koord__](#)



BUSINESS



360 Meetings
Held



BRL 9.3 million

In Business
Generated

USD 1.8 million



National and
International **Buyers**



The opinions of people who participated



“

This is an opportunity to personally meet with the customer and show your product. We are very used to the virtual world, but nothing replaces touching the product, feeling the product, especially our type of product, that customers put babies inside. We had a great reception, people loved the products. We were awarded three prizes at Pueri Trends, and we are very happy and the team is really motivated. Without a doubt, we will be present at the next edition. Participating at Pueri Expo helps us create a successful product, improves relations with employees, with collaborators, with the customer, and with society in general. So, we are extremely happy with our participation. Next year, we will definitely be there.

Rafael Camarano

President of Dorel Juvenile Brazil,
Mexico & Global Export Markets

“

Lolly Baby is among the brands that have renewed their participation at FIT 0/16 in 2024.

We have already signed a contract to be at the next edition of the trade fair. This year, we felt it was more structured. 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 results in the coming months from these meetings here at the trade fair.

Carla Anita Tanaka

Marketing Manager at Lolly Baby

“

Our debut at the trade fair has been incredible, we are very satisfied with the results. We came mostly to network, to get to know the retailer, the public that may be our future buyer, because our B2B work hasn't started yet, but we are very satisfied. We had a lot of feedback, with potential businesses that we hadn't even imagined, in addition to the feedback on the brand that is making us very happy, knowing that we are on the right path.

Luciana Ferro

CEO of Sato Kid

“

We have USD 40 million in revenues just from the baby market, but we still sell little to Brazil. We have the capacity to serve this market, which values quality and sustainability.

Silvia Seperack

Commercial Office Director at
PROMPERÚ Brasil



MEDIA



41k
Followers



16k
Followers

**FIT 0/16 and Pueri Expo numbers together*

As a strategy to encourage more engagement from the public, the trade fairs established partnerships with important professionals and celebrities, such as Talu, from Talu Concept and Mrs. Kika Sato and Karina Sato from Sato Kid, among others.



Coração de Mami
530k



Kika Sato
480k



Fran Rezende
350k



Karina Sato
350k



Mariflor
100k



Ju Puglisi
40k



TALU PODCAST

Our podcast was curated by a big name in the baby market: Talu, from **Talu Concept Baby**. She interviewed important people in the childcare market and the winners of the **PueriTrends** award - an award held by Pueri Expo for the most innovative products on the market.



PARTNERS

Institutional
Support:



Social Partner:



Media Partner:



Pueri Trends Partners:



Research Partner:



Environmental Partner:





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Expo Center Norte - Pavilhão Vermelho

See you in
2024!

Organiser:

