



INTERNATIONAL TRADE SHOW
FOR BABY & KIDS WEAR



INTERNATIONAL TRADE FAIR FOR
BABY & CHILDCARE PRODUCTS

Our business


Grow Together!

23.-25.04.2024

From 10am to 7 pm

Expo Ceter Norte - Red Pavilion
São Paulo-SP



Organiser
 koelnmesse

If you want to do business in the children's sector in Latin America, your place is at FIT 0/16 and PUERI EXPO trade shows,

which take place simultaneously at the same venue and are consolidated as the main platform for innovation, business and connection between manufacturers, retailers and professionals in the childcare and children's fashion markets.

With the confirmed presence of the main national and international companies in the sector, FIT 0/16 and PUERI EXPO bring together qualified buyers, special attractions, experiences, and the news that retailers are looking for.

Why exhibit at FIT 0/16 and Pueri Expo?



Achieve tangible results for your company with an excellent cost-benefit investment.



Maximise your results by exhibiting in a single location, reaching the entire childcare and children's fashion sector.



Strengthen your commercial relations and be present at an event that brings together the main brands, buyers and partners in the sector.

Expectations for 2024

15,000 sqm of exhibition space

+10,000 qualified visitors

+300 exhibiting brands

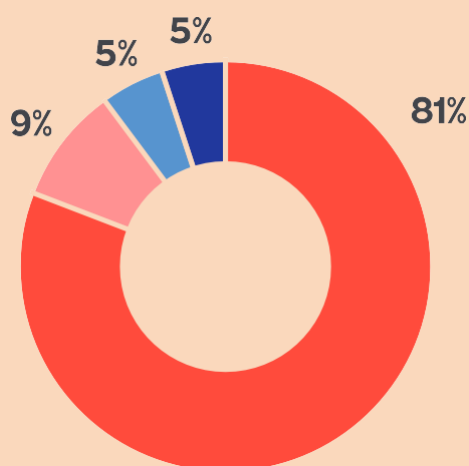
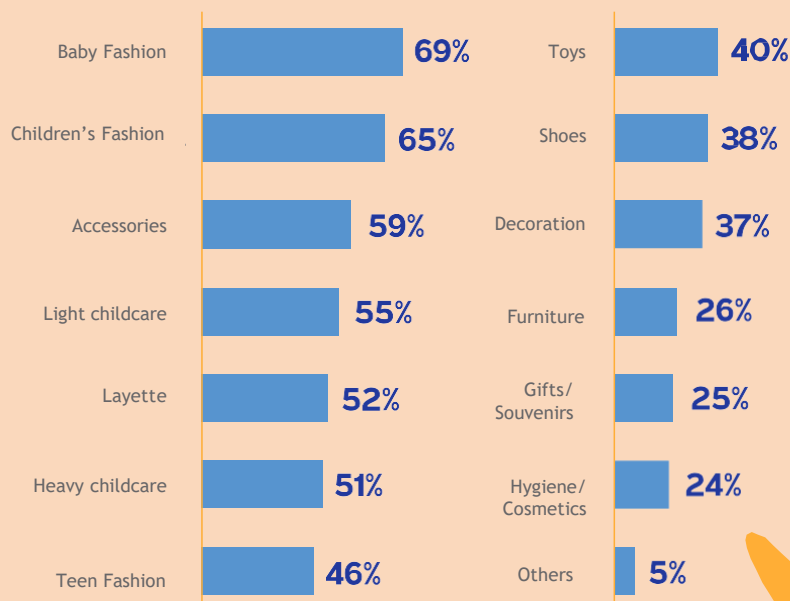
Visitor Profile

97% of visitors are satisfied with the event

90% of visitors are buyers or influence the purchase

96% of visitors said they would return for the next edition

what visitors are looking for



● Retailers ● Manufacturers
● Distributors ● Others




40%

of visitors only
visit FIT and not
other events

59%

of visitors only
visit PURI and
not other events



Results of the last edition

The figures prove the success of the events in 2023

9.680

qualified
visitors

250

exhibitors from
5 countries

11,625 sqm

of exhibition
space

Shopkeepers from all channels in one place



Boutique



E-commerce



Drugstore (new)



Supermarkets



Home
Centre (new)



Shopping Center
Auto Parts (new)



Larhe Chain
Shops/Franchises

Business

360

Meetings
Held

USD 1.8 million

R\$ 9.3 mi

In Business During
the Round



National and
international
buyers

Content



+160 hours

of content and various
ways of showcasing
your brand!



Concept Store

Presentation of the best retail
solutions for the baby, clothing
and footwear markets.



Trend Forum

Free talks at Trend
Forum, aimed at your
business.



Pueri Trends

Awards for the most
innovative products at
the fair.



FIT Fashion Collection

The most colorful and charming
catwalk in Brazil, with the
participation of major exhibiting
brands, first-hand launches, and
innovations in children's fashion
trends.



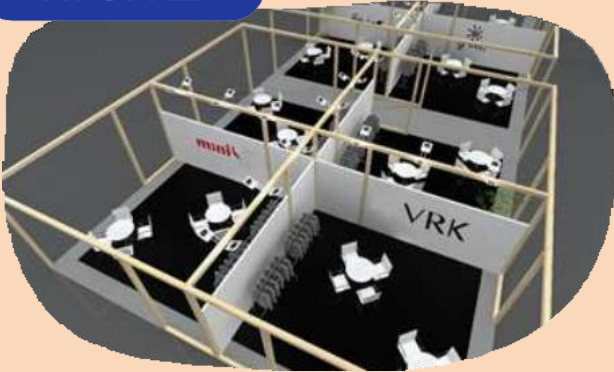
Mini Casa FIT 0/16

Spaces decorated by the
best designers and
architects in Brazil +
photographic studio for
campaign photos.



Find the right solution for your business!

FIT STYLE



- 27.5 sqm area (5.5 m x 5.0 m)
- Walls covered in white canvas
- Internal lighting
- Trash bin
- 2 tables and 8 chairs
- Black carpet
- 2 Clothing racks
- Brand logo on stand wall

MY FIRST



- Octanorm 2.75h walls
- 1 Spotlight every 3 sqm
- 2 Clothing racks
- 1 Glass table
- 3 Chairs
- 2 Clothing racks or 2 shelves
- Carpet lining applied directly on the floor (graphite colour)
- Logo on stand (artwork sent by exhibitor)
- 1 220V socket
- 1 Trash bin

COMFORT



- Gray carpet
- Octanorm 2.75h walls
- 1 Facia with company logo
- 1 Table
- 3 Chairs
- 2 Clothing racks or 2 shelves
- 1 Spotlight every 3 sqm
- 1 Socket
- 1 Counter
- 1 1x1 storage unit (optional/additional item)
- 1 Trash bin

BOUTIQUE



- Gray carpet
- Walls made of wood, covered with bagun3.15 high
- 1 Facia with company logo
- 1 Table
- 3 Chairs
- 2 Clothing racks or 2 shelves
- Internal lighting - built-in LED spotlights
- 1 Socket
- 1 Counter
- 1 Trash bin



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BABY & CHILDCARE PRODUCTS

Book your space now

The most complete events in the childcare, children's and baby fashion, children's footwear, accessories, children's furniture and decoration sectors.

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