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## Everything for children: 100 brands at the new trade fair duo in São Paulo

- **Parallel: premiere format Pueri Expo and established FIT 0/16**
- **Unique in the region: platform for all children's needs**
- **Confirmed: 100 international and Brazilian brands**
- **Exhibit without complications: participation in international pavilions**

From 3 to 6 June 2016, a new trade fair duo celebrates its premiere in the Expo Center Norte of São Paulo: the international trade fair for baby and childcare products, Pueri Expo, taking place for the first time, complements the established trade show for baby and childcare wear FIT 0/16. Pueri Expo is an international satellite event of Kind+Jugend, the world's leading trade fair for children's and toddler outfitting at the Cologne trade fair location. According to the current registration status, the exhibiting companies represent more than 100 Brazilian and international brands in São Paulo; also participating are renowned companies like ABC Design, KidKraft, iPlays, Kids II, Trunki, Lilies & Roses NY and many others. They will present new products and innovations to trade visitors, from baby playsuits to teenage fashion, from carriers to children's room furnishings.

Koelnmesse, which is organising both events together with its Brazilian subsidiary, is anticipating a successful premiere for the trade fair duo, which is unique in South America: "The good registration status around three months prior to the event confirms the goal of Koelnmesse to establish a central business platform for all children and baby needs on the Brazilian market", says Denis Steker, Vice President International of Koelnmesse. "Koelnmesse is thus for the first time offering international companies the perfect starting point for activities in the promising Brazilian market for children's products. Koelnmesse also helps spontaneous decision makers with their trade fair participation, and thus with their market entry, for example with an organised group stand."

### Good sales opportunities in Brazil

The sales opportunities in Brazil for international manufacturers and distributors are promising despite economic turbulence: the Brazilian market for children's outfitting, with a market volume of around 45 billion Euros, is the second largest worldwide and



FIT 0/16 - The International Trade show for Baby & Children Wear  
03.06.-06.06.2016



Pueri Expo - The International Trade Fair for Baby & Childcare Products  
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recently grew annually by around 15 percent. The worldwide imports of toys to Brazil have increased since 2008 by more than 47 percent in terms of quantity, and achieved a 2015 trade volume of 329 million US dollars; between 2014 and 2015 the import quantity of baby carriages and accessories increased by 36 percent and achieved a value of around 19.3 million US dollars. "In the children's fashion and outfitting segment, the Brazilian market, with its enormous potential, remains characterised by little competition", says Denis Steker, Vice President International of Koelnmesse. "This offers international manufacturers many chances, especially since they will meet all target groups in one location at the new trade fair duo, from children's shops and boutiques to major retail chains."

### **Range of offerings**

Trade visitors will profit from the complementation of FIT 0/16: while the traditional trade fair will continue to show the trends for spring and summer fashion for children from infants to 16 years of age, the exhibitors of the premiere format Pueri Expo will present the complete range of toddler and children's outfitting, from furniture through children's car seats, carrying products and baby carriages through toys, books and items, from the child and baby safety segment to nursing accessories. FIT 0/16 continues to take place biannually in keeping with the collection rhythm and will be complemented by Pueri Expo for the June event. This means that Koelnmesse is establishing an annual comprehensive trade fair to address the needs of the Brazilian and Latin American retail trade. This generally offers end customers a product mix of children's fashion and outfitting.

### **Registered exhibitors**

The registered exhibitors for Pueri Expo include internationally renowned companies presenting their brands and products. Also participating are ABC Design, KidKraft, iPlay, Kids II, Trunki, Ergobaby and Skip Hop. Numerous Brazilian manufacturers and trading companies have confirmed their participation, including Gumii, Book Brasil, Just Baby, Majov Baby, Peroba Mòveis, Quater Mòveis, Zip Toys, Be Baby, Bugababy, Itté, High Trade and Oásis.

The most well-known brands of the Brazilian children's fashion industry will be represented at FIT 0/16. Fruto da Imaginação, Pimpolho, Inquérito, Authoria, Momi, Animê, Banana Danger, Pituchinhu's, Luluzinha, Gabriela Aquarela, Charpey and Lilies & Roses NY have registered, among others. The Peruvian Ministry of Foreign Trade is also planning the participation of its own national fashion brands under the roof of a national pavilion.

**More Information**

FIT 0/16 online:

<http://www.fit016.com><https://www.facebook.com/Revistafit016magazine/>[https://www.instagram.com/feira\\_fit016/](https://www.instagram.com/feira_fit016/)

Pueri Expo online:

<http://www.pueriexpo.com><https://www.facebook.com/Pueri-Expo-446501975541369/><https://www.instagram.com/pueriexpo/Websites>

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**The trade fair duo FIT 0/16 and Pueri Expo takes place from 3 to 6 June 2016 in the Expo Center Norte in São Paulo.**

**Koelnmesse – Global competence in furniture, interiors and design:**

Koelnmesse is the world's top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, the leading international fair imm cologne, as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living, as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include Rooms Moscow/Moscow International Furniture Show, the China International Kitchen and Bathroom Expo (CIKB) in Shanghai, furniPRO Asia in Singapore and Pueri Expo in Sao Paolo.

**Upcoming Koelnmesse children sector trade fairs:****Pueri Expo**

3-6 June 2016, Expo Center Norte, São Paulo, Brazil  
[www.pueriexpo.com.br](http://www.pueriexpo.com.br)

**Kind + Jugend**

15-18 September 2016, Koelnmesse, Cologne, Germany  
[www.kindundjugend.com](http://www.kindundjugend.com)

**China Kids Expo**  
19-21 October 2016, Shanghai New International Expo Centre (SNIEC),  
Shanghai, China  
[www.chinakidsexpo.com](http://www.chinakidsexpo.com)

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