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## **FIT 0/16 closes its 46<sup>th</sup> edition with a strong commitment of the industry**

**Koelnmesse introduced conceptual changes to further develop the industry's leading business platform in Brazil for a bright future**

**FIT 0/16 – The International Trade show for Baby & Children Wear in Sao Paulo closed its 46th edition on Wednesday (November 25). Latin America's largest event for kids fashion anticipated the fall/winter trends of 64 brands and received about 4.000 trade visitors during the four days of the event. International market leaders exhibited at FIT 0/16, amongst other well-known companies such as Animê, Authoria, Calvin Klein, Ellus Kids, Momi, Pituchinhos's, Pimpolho and Tommy Hilfiger. Despite the difficult economic situation in Brazil, the majority of the exhibiting brands reported business results beyond their expectations. Koelnmesse, a leading German trade fair organizer who took over the responsibility for FIT 0/16 from the founders of Interfeiras, Dieter Brockhausen and Humberto Rebonato, by this edition, is especially impressed by the commitment of the industry to the business platform. In close dialogue with the exhibitors Koelnmesse already discussed and identified strategic changes to further develop FIT 0/16 based on the feedback of the industry. "We feel the need to make the event stronger. Therefore, it's our job to make the fair grow, together with the exhibitors. Our database features customers from all over the world. We aim to bring these customers to Brazil and offer them our services with the same expertise as in Germany," said Denis Steker, Koelnmesse's Vice-President International /Outbound Fairs.**

Koelnmesse already announced novelties for the next editions, such as the creation of a special area inside the fair for smaller exhibitors who offer high-quality products for children, as well as Business Rounds and scheduled meetings between exhibitors and trade visitors from different regions of Brazil and abroad.

The new management also announced that the fair is going to offer workshops and seminars by renowned professionals on topics that should interest retailers. "We believe that a fair should create special use for the professionals who take part in the event. In addition to making purchases, it's important to update on information and



**FIT 0/16-Feira Internacional do Setor Infante-Juvenil-Bebê**

**22.11.–25.11.2015**

**www.fit016.com**

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guidelines for improving the business,” said Cassiano Facchinetti, Managing Director of Koelnmesse Brazil.

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According to Majov Baby, from Santa Catarina, a company that manufactures diaper bags, taking part in FIT 0/16 is fundamental for their business. “We participate in FIT 0/16 to invest, to establish new contacts, and create customer loyalty,” said Stela Steil, the brand’s business supervisor. Newstar, a company that sells kids jewelry and that participates in the fair for the first time, has already signed up for another two editions. “We were very pleased with our first participation in the fair, we made several deals and new contacts. Expectations for the next edition are high,” said Paulo Sergio Manieri, Newstar’s business manager.

The fair’s most important announcement was the launch of the Pueri Expo, an exhibition focusing on childcare products like its role model Kind + Jugend in Cologne, Germany, which will take place together with the 47th edition of the FIT 0/16 in June 2016.

Childcare and Children Wear are complementary sectors in a large market that includes a wide range of products for the care and well-being of newborn babies and children. “We feel that Pueri Expo will add more value to FIT 0/16, as many shops that sell fashion for babies also offer products aimed at the first months of their life. It is therefore essential that the two sectors operate hand-in-hand,” commented Denis Steker.

The fair’s next edition takes place on June 2-5, 2016.

**FIT 0/16 online:**

<http://www.fit016.com.br>

<https://www.facebook.com/Revistafit016magazine>

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**The next edition of FIT 0/16 takes place on June 2-5, 2016 in São Paulo, Brazil.**

**Upcoming Koelnmesse children sector trade fairs:**

**Pueri Expo**

2-5 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)

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**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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