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FIT 0/16 and Pueri Expo: Significant growth confirms top position in children's outfitting segment in Latin America

- 50 percent increase in exhibitors
- 43,5 percent increase in trade visitors
- Pueri Expo: exhibition space tripled

At its second joint edition in São Paulo, the trade fair duo comprising of FIT 0/16 and Pueri Expo impressively confirmed its position as the most important trading platform for the entire children's outfitting sector in Latin America. The business platform achieved record results with an attendance of 8,607 trade visitors (plus 43,5 percent, 5,995 trade visitors in June 2016) from 10 countries and 207 national and international exhibitors (plus 50 percent, 138 exhibitors in 2016) from 16 countries. The excellent 223 percent growth in the amount of exhibition space at Pueri Expo underlines the industry's commitment for the new event format and the significance of the event as an important trading hotspot. "The enthusiasm of the exhibitors and trade visitors at this year's trade fair highlights the fact that with the expertise of its leading trade fair Kind + Jugend and its global competence in the children's segment, Koelnmesse offers companies a promising entry onto international markets," emphasised Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH. For Cassiano Facchinetti, Executive Director of Koelnmesse in Brazil and organiser of the two trade fairs, the event was a total success: "A great deal of positive feedback and the significant growth of the event confirm our trade fair concept. We successfully convey the experience of the leading global trade fair to the regional market, meet the requirements of the kids sector and use our synergies."

Pueri Expo, the International Trade Fair for Baby & Childcare Products is staged annually. 2017 was the second edition. It is a satellite event of Kind + Jugend, the world's leading trade fair for the children's and toddler's outfitting sector, which annually takes place in Cologne, Germany. FIT 0/16, the International Trade Show for Baby & Children Wear, presents current fashion and trends twice a year - the collections for the Spring/Summer 2017/2018 were the focus at its 49th edition. It is the largest and most traditional Latin American business fair for baby and kids fashion and accessories.

FIT 0/16 and Pueri Expo are synchronised so that together they cover the entire product range of baby and children's products for the Brazilian and South American baby and kids retail. The significant increase in the number of exhibitors shows how precisely the concept of the event satisfies the market requirements:



FEIRA INTERNACIONAL DO SETOR
INFANTO • JUVENIL • BEBÊ

FIT 0/16
26.05.-29.05.2017



Pueri Expo
26.05.-29.05.2017

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Numerous Brazilian market leaders such as Buba Toys, Kiddo, Líder and Quater presented their new products. In addition to international brands such as Calvin Klein Jeans and Mad Pax, who were represented at FIT 0/16 with their new trends and collections, Mincetur Peru presented several suppliers of Pima cotton in a pavilion. Breda Kids, Comfy, Evanilda, Milly Baby, Princesa Pink, Pupi and Vibbaby exhibited their new products and line-ups for the first time at FIT 0/16. Among others the top brands ABC Design, Avent (PHILIPS), Babyfehn, Chicco, Cybex, Ergobaby, Maxi-Cosi (Dorel), Peg-Pérego, Skip Hop, Twistshake and Trunki exhibited at Pueri Expo. Two thirds of the exhibitors at Pueri Expo were first-time exhibitors. In addition to exhibitors from the USA and China, numerous international brands also presented their products via their local partners.

FIT 0/16 and Pueri Expo offered an ideal platform for new presentations: Animê launched a baby line, the new children's fashion line Marthiê was presented to the market and the international brands Babyfehn, Twistshake und Rumble Tuff celebrated their trade fair premiere in Brazil.

FIT 0/16 and Pueri Expo were a total success for the exhibitors and trade visitors: They praised the event as a business platform for profitable contacts and reported good business transactions. The trade fair duo comprising of FIT 0/16 and Pueri Expo has already established itself as an obligatory event in the children's segment in Latin America after only its second edition and is further extending its pole position on the market.

Exhibitor and visitor opinions

Kiddo (Pueri Expo)

"The fair exceeded our expectations and I think one of the reasons was the fact that the entire children's and toddlers' outfitting sector was presented under one roof. This attracts many visitors because it saves buyers time, since it enables them to make direct contact to the most important suppliers on the same day," said **Reynaldo Alves, Sales Manager**. According to him, the company already succeeded in winding up several business deals during the fair. Due to this good development during Pueri Expo, Kiddo has already planned its participation at the next edition in 2018.

Twistshake (Pueri Expo)

The founder of Twistshake Sweden, **Camillo Eriksson**, attested that Pueri Expo has a higher visitor quality than the ABC Kids Expo in Las Vegas, USA, which he also exhibits at. Twistshake is represented in Brazil by Prime Baby, who were also represented at the event. "Our visitors in the US do not have the same purchasing decision-making power as the Brazilians at Pueri Expo. Business there is slower," Eriksson reported. The founder of Twistshake compares Pueri Expo with the Koelnmesse event, Kind + Jugend: "They both have the same atmosphere. In both Brazil and Germany, there is a large variety of products. I think there is no other trade fair in South America that can match its high quality."

Kiko e Kika (FIT 0/16)

"We are very happy with our participation at FIT 0/16 this year. We made a lot of sales and had the opportunity to present our brand to a new audience, who did not know us before. Kiko e Kika has already been on the market for 17 years now and FIT 0/16 is the place to bring the brand closer to shop owners and helps us strengthen our baby collection, which has just been launched onto the market. We also love the new organisation of the event and the structure of the pavilion," stated **Katia Regina Fistarol, Marketing Coordinator**.

FIT 0/16 and Pueri Expo 2017 in figures

At FIT 0/16 and Pueri Expo 207 exhibitors and co-exhibitors were present. Among them were 155 exhibitors from Brazil and 52 companies from abroad. 108 exhibitors showcased their products and novelties at Pueri Expo. 99 fashion exhibitors participated in FIT 0/16. Both events together presented brands from the following 16 countries: China, Germany, France, Great Britain, Ireland, Italy, Israel, Canada, Korea, Norway, Netherlands, Peru, Sweden, South Africa, Thailand, USA. 8,607 trade visitors from 10 countries were recorded at FIT 0/16 and Pueri Expo.

Supporting programme

The diversified supporting programme, which in terms of its form and extent is unique for Brazil, went down extremely well with the exhibitors and trade visitors. Tailor-made to meet the demands of the industry, it offered plenty of room for trends, new insights and inspiration:

FIT 0/16 celebrated its 25th anniversary with the return of the children's catwalk. The fashion shows of the FIT Fashion Collection Week presented the most important trends for the Spring/Summer 2017/2018 season. The Kids Fashion Trend Space at the entrance, designed by the kids stylist, Barbara Chiré, and the Puericultura Showroom for new product presentations in the children's outfitting section proved to be big attractions for the exhibitors and trade visitors. The offer of Fashionjobs, the international media partners of FIT 0/16, which organises the worldwide job walls with job offers at fashion trade fairs, was also very well-attended.

The lectures and workshops in the Trend Forum attracted numerous enthusiastic participants. Top speakers from Harper's Bazaar Kids, Pampili, Sebrae, Usefashion, Voulez and further significant market participants presented themes on the children's market as well as on fashion trends and sales concepts. The Consumer Awards of Kind + Jugend 2016 were presented at the trade fair duo for the first time. Further highlights included the Import/Export Seminar as well as matchmaking for international exhibitors and visitors, which conveyed valuable knowledge about the business in Brazil.

Outlook on the anniversary: The 50th FIT 0/16 Autumn/Winter

The 50th FIT 0/16 from 3-5 November 2017 is taking on a new look: At the Autumn/Winter edition it will be presenting the new products in salon format with

uniform stand designs and is thus following the current trend of the fashion event industry.

Page
4/5

The next edition of the trade fair duo comprising of FIT 0/16 and Pueri Expo is scheduled to take place from 8-11 June 2018.

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 Kind + Jugend, LivingKitchen, ORGATEC, spoga+gafa and interzum and 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 the Pueri Expo in São Paulo, China Kids Expo in Shanghai, LivingKitchen China/CIKB in Shanghai and interzum guangzhou in Guangzhou. With ambista, the network of the interior decorating industry, Koelnmesse offers direct access to relevant products, contacts, competence and events.

Further information is available at: <http://www.global-competence.net/interiors/>

Further information about ambista: <http://www.ambista.com/>

The next events:

Kind + Jugend

14-17 September 2017, Cologne, Germany

www.kindundjugend.com

China Kids Expo

18-20 October 2017, Shanghai, China

<http://en.china-kids-expo.com/>

Note for editorial offices:

FIT 0/16 and Pueri Expo photos are available in our image database at

<http://www.fit016.com.br/en/press/photo-gallery> or

<http://www.pueriexpo.com.br/en/press/photo-gallery>

Press information is available at <http://www.fit016.com.br/en/press> or

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FIT 0/16 on the internet:

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