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#fit016 #pueriexpo

FIT 0/16 and Pueri Expo: trade fair duo expands on exceptional position in Latin America with new best grades

More exhibitors, more visitors - Area of Pueri Expo grows by more than 125 percent - Increased internationality - Already 40 percent rebooking for the next trade fair duo

The trade fair duo of FIT 0/16 and Pueri Expo closed on 10 June in São Paulo (Brazil) after four successful and inspiring days with very good results. A total of 9,424 trade visitors (plus 9.5 percent, 8,607 trade visitors in 2017) from 11 countries ordered for their companies and informed themselves at the central trade platform for the entire baby and children's outfitting industry in Latin America about the latest trends and products of the coming season. 300 attractive exhibiting brands, a plus of 45 percent, from 22 countries presented the most important exclusive new products and trendy designs for baby stores and children's boutiques to TOP decision makers from Brazil and neighbouring countries. The trade fair duo thus further expanded its reach with trade visitors and exhibitors, and was more international than ever before. Pueri Expo increased its exhibition space from that of the previous year by more than 125 percent to around 7,000 gross square metres. The trade fair for children's outfitting is thus firmly established in the market and in the trade fair calendar of the industry and is already occupying more space for the 3rd edition than FIT 0/16, which is taking place parallel. The 51st FIT 0/16, the international trade fair for baby and children's clothing, and Pueri Expo presented themselves in a gross area of 13,000 m². "The trade fair duo is the hotspot for the entire children's industry in Latin America. We have once again successfully presented our international competence in the baby and children's outfitting industry", is the balance reached by Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH. "It was an all around successful event. The record results, like the very high number of new exhibitors and the once again increased degree of internationality on the visitor and exhibitor sides speak for themselves. With FIT 0/16 and Pueri Expo, we precisely address the needs of the industry in the region and deploy the know-how of the leading global trade fair Kind + Jugend perfectly and profitably", Cassiano Facchinetti, managing director of Koelnmesse in Brazil and organiser of both trade fairs is pleased to confirm.

The trade fair duo of FIT 0/16 spring/summer and Pueri Expo gathered TOP exhibitors and decision makers, and impressively demonstrated that the event concept releases a variety of synergies for participants and offers additional new impulses for the industry.

Many major international participants on the market like ABC Design, Avent,



Pueri Expo
07.06. - 10.06.2018



FIT 0/16
07.06. - 10.06.2018

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Babyfehn, Chicco, Cybex, Dorel, Ergobaby, MAM, NUK, Peg-Pérego, Skip Hop, Trunki and Twistshake presented their products and innovations at Pueri Expo. Once again represented at FIT 0/16 were international key players like Calvin Klein Jeans, Tommy Hilfiger and Promperu, which presented providers of clothing made of Pima cotton in a pavilion. Parangolé, Aaran Baby, Baby Duck, Charminho, Le Infantti, Pukeko and Mooui presented their collections for the first time at FIT 0/16 with great success. NUK, MAM, BabyGo, Sam & Peas and Munchkin were there for the first time and are enthusiastic about Pueri Expo. For the exhibitors in the country pavilions from China, Peru and the USA, the trade fair offered an ideal platform for presenting their new products in trendy designs for modern parents.

Enthusiastic exhibitors and visitors

A total of 300 exhibitors presented themselves at the trade fair duo. 212 brands came from Brazil; 88 foreign brands from 21 countries participated: Australia, Belgium, China, Chile, Germany, France, the United Kingdom, Ireland, Israel, Italy, Canada, the Netherlands, Norway, Peru, South Africa, Spain, Sweden, Switzerland, Thailand, Uruguay and the USA. Many international exhibitors used the personalised matchmaking and were able to generate valuable contacts. In addition to many Brazilian trade visitors, participants from Argentina, Bolivia, Chile, China, Costa Rica, Israel, Italy, Peru, Uruguay and the USA also made use of the diverse offering of the trade and knowledge platform. A wonderful mood prevailed in the halls with the very satisfied trade fair participants. They praised the international class of the event quality and the high class appearance of the trade fairs. For this reason too, a rebooking rate of 40 percent for the coming event was also already realised during the trade fair.

“We have exhibited at Kind + Jugend for 12 years. With distributors in Europe and Asia, we now turn our attention to the potential of Latin America. Our experience here at Pueri Expo was great. We talked to over 50 potential distributors and will choose one to market our childcare products exclusively here in Brazil. We will probably come back for the next edition,” Ronald Koreman, Director at Dooky, sums up the success of his participation in the fair.

Also Dean Tollman, Director UK at Vital Baby, draws a very positive trade fair conclusion: “Vital Baby is expanding globally and we are seeking distributors for our childcare products and accessories in the international market. As Brazil has great potential, we decided to participate in Pueri Expo and study the possibilities in the country. This experience was very good for us, as we had many visitors and, most importantly, highly qualified visitors. We talked to several potential distributors and we will analyse each of them according to our business plan. We hope to close a good deal and come back with a national partnership for the next show.”

A top class and unique event programme

The event programme was once again an attractive, central meeting point for many participants of the trade fair to inform themselves about current trends. The Kids Catwalk presented trendy styles on the first three days of the trade fair at the popular fashion shows. In connection with the fashion magazine Harper’s Bazaar Kids Brazil, the Kids Trend Fashion Space provided insights into the spring/summer 2018/19 collections. The Puericultura Showroom was an inspiring presentation space

for innovative product presentations in the children's outfitting segment. Many interesting lectures and workshops in the Trend Forum inspired and provided important impulses with regard to market themes, fashion trends and sales concepts, for example, concerning omnichannel retailing and sales via social media channels. In the consultation bus from Sebrae, many small and medium-sized companies took the opportunity to consult with analysts regarding themes like founding, accounting, supplier selection and marketing. The matchmaking for international exhibitors and visitors also met with a very positive response. Another highlight was the presentation of the Consumer Awards of Kind + Jugend. Shown were the winners from eight countries that received the distinction for the products and bestsellers established on the market at the last Kind + Jugend in various categories.

Forecast: FIT 0/16 autumn/winter and trade fair duo FIT 0/16 Pueri Expo

The 52nd FIT 0/16 presents the latest fashion trends and collections of the autumn/winter season in the salon format with a uniform stand design from 22-24.11.2018. From 13-16.06.2019 the 53rd FIT 0/16 edition spring/summer takes place together with the 4th edition of Pueri Expo, the largest children's outfitting trade fair in Latin America.

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 CIKB in Shanghai, interzum guangzhou in Guangzhou and Pueri Expo in Sao Paulo. With ambista, the online portal for the interiors business, Koelnmesse offers direct access to products, contacts, expertise and events relevant to the industry all year round.

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

The next events:

Kind + Jugend - The Trade Show for Kids' First Years, Cologne 20.09. - 23.09.2018
China Kids Expo - China International Baby Articles Fair, Shanghai
16.10. - 18.10.2018

Note for editorial offices:

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