



INTERNATIONAL TRADE FAIR FOR  
FOR BABY & KIDS WEAR



INTERNATIONAL TRADE FAIR FOR  
BABY & CHILDCARE PRODUCTS

24. - 26 April 2023

Expo Center Norte  
Red Pavilion  
São Paulo - SP, Brazil  
from 10:00 a.m. to 7:00 p.m.





# 2023 EXPECTATION

**300 brands**  
national and  
international

**+10,000**  
qualified  
buyers

**15,000sqm**  
exhibiting area

## INTERNATIONAL BUSINESS PLATFORM

**24 visiting countries**

Qualified buyers • Boutiques • e-commerce  
• Big retail stores • Franchising



**62**  
million

kids & teens  
0-17 years -  
correspond to 30%  
of the population

**13**  
billion  
usd\*

retail kids'  
market  
\*a year

**3rd**

largest  
market for  
diapers

**321**

babies  
are born  
per hour

**13,5**  
billion

record revenue expectation for 2023



## FIND THE RIGHT SOLUTION for your business

### Brazil

✉ comercial@fitpueri.com.br

☎ +55 11 99797-5114

### International

✉ pueriexpo@koelnmesse.de

☎ +49-221-8212253

For more information: [www.fit016.com.br](http://www.fit016.com.br) | [www.pueriexpo.com.br](http://www.pueriexpo.com.br)

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