A graphic with a blue background featuring a pattern of small white dots. The text "APRIL" is at the top in large white letters. Below it, "26/27/28" is written in large dark blue letters. At the bottom, "2026" is written in large white letters.

APRIL
26/27/28
2026

STARTS ON SUNDAY



If you want to do business in the children's sector in Latin America, FIT /O16 and PUERI EXPO are the places for you.

Both events take place in the same date and are consolidated as the main platform for innovation, business and connection between manufacturers, retailers and professionals in the childcare and children's fashion markets.

With the confirmed presence of the main national and international companies in the sector, Fit O/16 and Pueri Expo bring together **qualified buyers, special attractions, experiences and releases that shopkeepers are looking for.**

Why exhibit at FIT/O16 and PUERI EXPO?



1 Achieve tangible results for your company with a cost-effective investment.

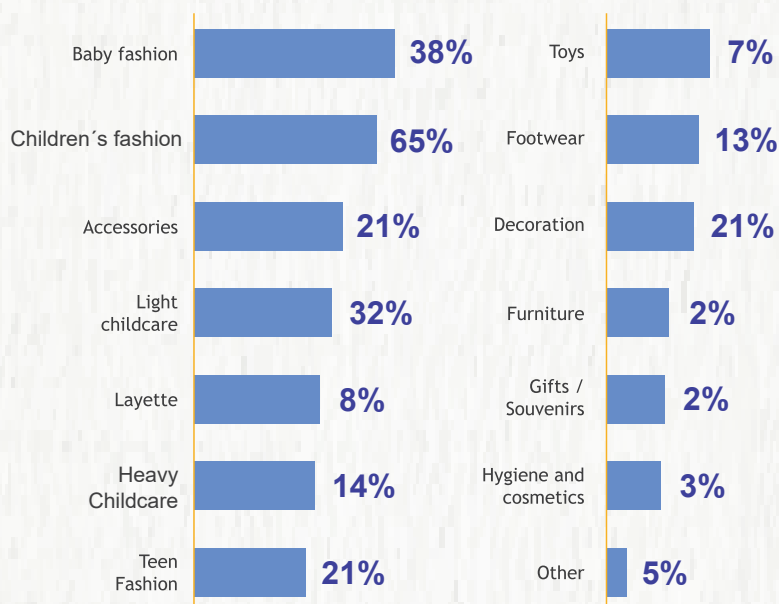


2 Maximise your results by exhibiting in a single location, reaching the entire childcare and children's fashion sector.



3 Strengthen your business relationships and be present at an event that brings together the sector's leading brands, buyers and partners.

What visitors are looking for



Visitor Profile

97%

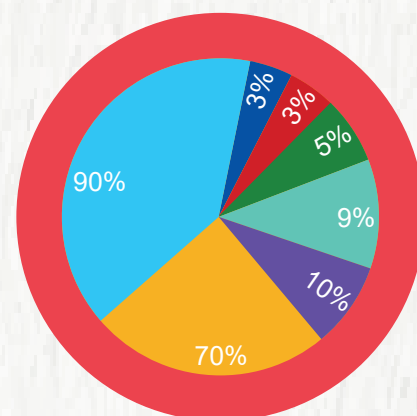
of visitors are satisfied

90%

of visitors are buyers or influence the purchase

96%

of visitors said they would return for the next edition



Results of the last edition

The figures prove the success of the events in 2025

12,000

qualified
visitors

310

exhibiting
brands

10,000

square meters of
exhibition space

Retailers from all channels in one place



Boutique shops



E-commerce



Drugstores



Supermarkets



Home
Center



Shopping
Autoparts



Large Chain Stores
/ Franchises

Business Rounds Programme

453

meetings realised

USD\$ 10M

in business during the
Business Roundtable



National and
international
buyers

Content

Pueri Trends

Awards for the fair's most
outstanding products in 9 categories:

- Innovation
- Security
- Car Seat
- Light Childcare Highlight
- Toy
- Baby Carriage
- Technology
- Sustainability

Knowledge Arena

Take part in free talks and content that will boost your business.

Discover how to stimulate the desire to buy, keep up with children's fashion trends, keep up with trends, accelerate sales, apply artificial intelligence to the children's market, decision-making, understanding the international market, children's nutrition, innovate in experience management and how to sell on marketplaces, all with experts who are benchmarks in the sector.



INTERNATIONAL TRADE SHOW FOR
BABY & KIDS WEAR



INTERNATIONAL TRADE FAIR FOR
BABY & CHILDCARE PRODUCTS

Secure your space now!

Daniela Gonzalez

Project Manager

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For more information, visit:

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Organization:

