

growth and development



A RECORD-BREAKING EDITION!

+12.000
visitors

+310
exhibiting
brands

+10.000
m² of exhibition
space

The 2025 edition of FIT 0/16 and Pueri Expo was a milestone, bringing together the leading companies from the children's fashion, baby and childcare markets, alongside qualified buyers, creating opportunities and generating business.

Together, the fairs strengthened the connection between manufacturers, retailers and market professionals, setting and expanding trends across the children's fashion and childcare sectors.



NATIONAL AND INTERNATIONAL PRESENCE

MORE THAN 12,000

**PROFESSIONAL VISITORS FROM ALL REGIONS
OF BRAZIL**



5 CONTINENTS

AMERICA

EUROPE

MIDDLE EAST

AFRICA

ASIA

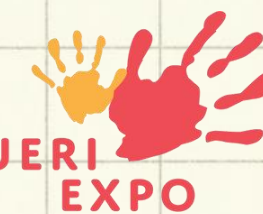
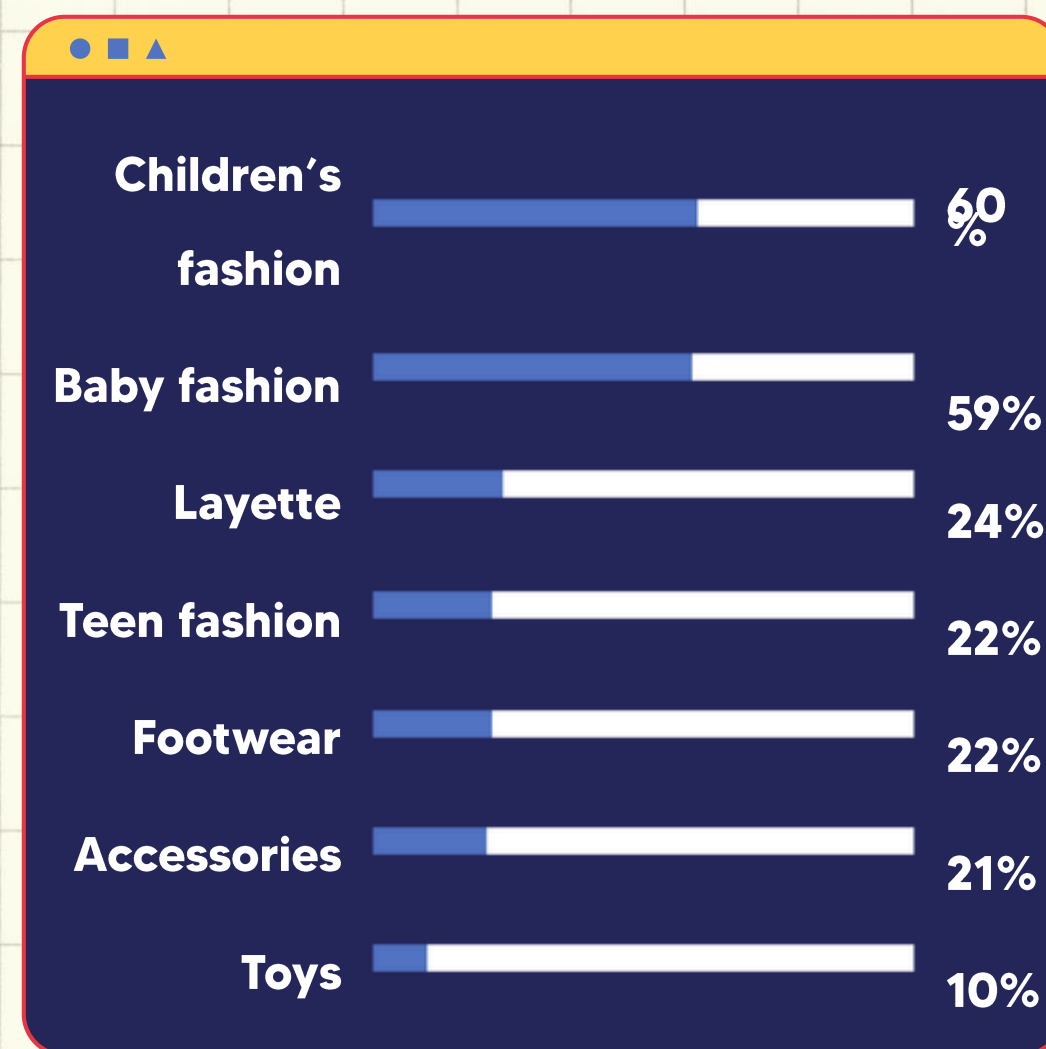


WHAT VISITORS ARE LOOKING FOR

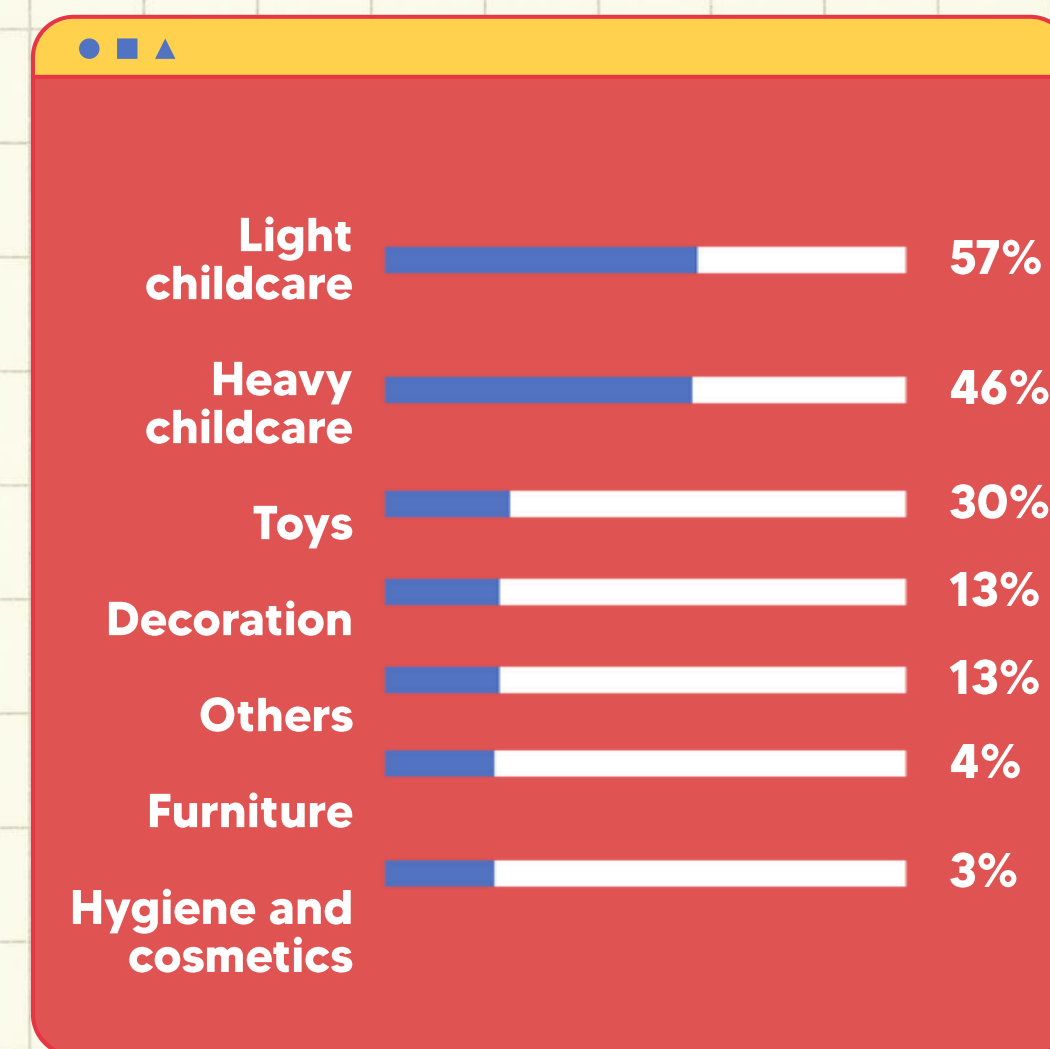
Diversity and opportunity to boost their business and effectively meet their clients' demands – all in one place.



INTERNATIONAL TRADE SHOW
FOR BABY & KIDS WEAR



INTERNATIONAL TRADE FAIR FOR
BABY & CHILDCARE PRODUCTS



When you **KNOW** what they're looking for, you're already halfway there.

WHO ATTENDS TO DO BUSINESS

(Visitor profile)



93%
overall
satisfaction
with the fairs

96%
intend to
return next
edition

40%
attend only
FIT O/I6 for
business

59%
attend only
Pueri Expo for
business



VISITING BRANDS

Leading market players that helped drive business generation at the event



WHAT VISITORS ARE SAYING

“The fair made it easy to find different sectors all in one place. We found great suppliers here, all centralised for doing business.”

Ana Paula
Buyer from Guedes e Paixão

“The fair was wonderful! I did great business!”

Carleane Carvalho
CEO of João e Alice Kids

“I highly recommend visiting the fair because of the wide variety of brands. Some we hadn't worked with before and discovered here to enhance our portfolio.”

Dayana Aguiar
Owner of Bebê & Cia



KNOWLEDGE ARENA

A space where top industry experts led discussions and shared key insights, innovation, planning strategies and valuable content for visitors and exhibitors alike.

8

speakers

+600

participants

8

**supporting
partners**

+160

**hours of
content**

Topics included: consumer behaviour, trends, sales, market intelligence, decision-making, international markets, nutrition, experience, marketplaces, e-commerce, digital presence and much more!



PUERI TRENDS AWARD

An award recognising the most innovative products featured at Pueri Expo, selected through careful evaluation by a panel of experts. It acts as a marketing seal that qualifies and amplifies brand visibility. In 2025, the award featured 9 categories.

Pushchair

Innovation

Safety

Technology

Car Seat

Light Childcare
Highlight

Toy

Sustainability

Furniture & Decor

JURY PANEL



SYNÉSIO B. DA COSTA
PRESIDENT OF ABRAPUR



LARISSA ALVES
CEO OF GRAVIDICAS STORE



EMANUEL BALDUINO
CREATOR | COMPARE BABY

CATEGORIES & WINNING PRODUCTS

PUERI trends



Innovation

Produto: Travel System Savvy 360º c/ Moisés + Dispositivo Yuba + Base Isofix
Brand: Kiddo



Safety

Produto: Cadeira i-Spin XV
Brand: Joie



Car Seat

Product: Cadeira I-TWIST
Brand: Kikkaboo



Brinquedo

Product: Bicicleta de Equilíbrio Lanser
Brand: Kikkaboo



Carrinho de Bebê

Product: Carrinho de Passeio Nuna TRVL LX
Brand: Nuna



Light Childcare Highlight

Product: Bug Boom Tira Picada
Brand: AGPMED



Technology

Product: Cadeira Moisés Multi-motion
Brand: Ibimboo



Sustainability

Product: Cadeira Taco
Brand: Burigotto



Furniture & Décor

Product: Linha Skandi - Berço, Cômada e Roupeiro
Brand: CIA do Móvel



Buyers from Brazil, Uruguay, Bolivia, Paraguay, Chile, Ecuador and Argentina took part in the meetings.

24

national and
international
buyers

453

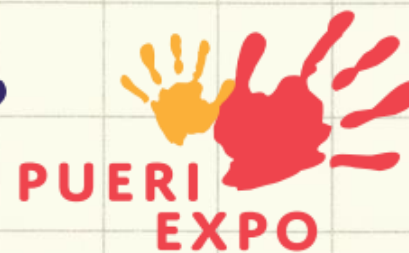
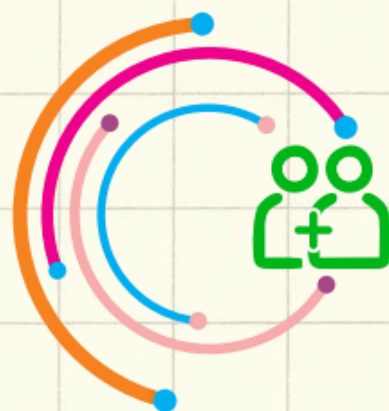
business
meetings held

R\$ 57 mi

in deals
generated

MATCHMAKING PROGRAM

During the 3 days of fair, we organised pre-scheduled meetings with exhibitors to generate sales and maximise ROI.



RODADA DE NEGÓCIOS
MATCHMAKING

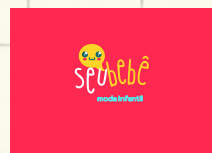


BUYERS

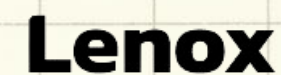
National and international companies that took part in the Matchmaking Meetings



FIT 0/16 Exhibitors



Pueri Expo National Exhibitors



Pueri Expo International Exhibitors

励博会展(北京)有限责任公司
Beijing Epoch Expo Co., Ltd.

MOETCH 萌趣

2M2KIDS



onlybebe®

雀儿喜
Childseq



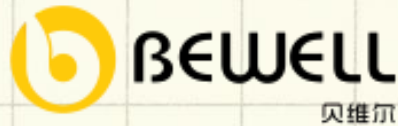
COMCON
HYGIENE PROFESSIONAL



FORHANNA®
for hanna, for kids



SHIRAN
ACCESSORIES



Coooko



ZHANGJIAGANG
HAPPYKIDS IMP.& EXP
CO.,LTD



简阅会展
JIANYUE



Reebaby

WHAT EXHIBITORS ARE SAYING

“Great opportunity to present our collection in person. We usually sell via catalogue through sales reps, and here buyers can see the product, fabric and design up close.”

Hélcie Lustre
Creative Director at Pirulitando Baby & Little Pi

“The fair is well respected in the market and has strong tradition and credibility among visitors and clients. Big names exhibit here.”

Ivan Manasiev
Co-owner of ABC Design

“The fair brings great business opportunities. It’s a showcase to present our launches to the target audience.”

Jane Vieira
Marketing Manager at Galzerano



FAIR AMBASSADORS



NANCY FUKUDA
CHILDREN'S RETAIL MENTOR



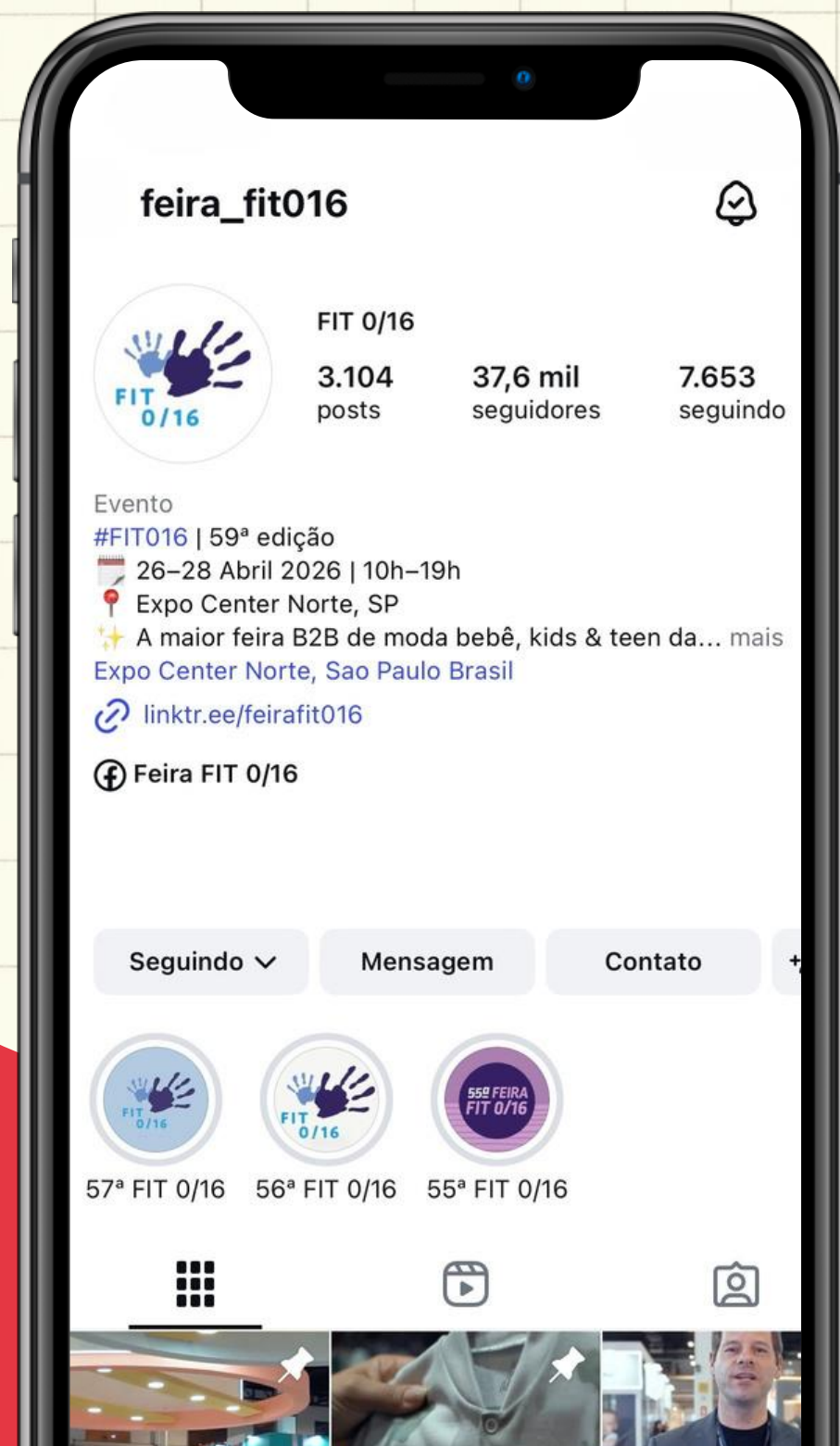
LARISSA ALVES
CEO AT GRAVIDICAS STORE

With an active presence and engagement on social media, the ambassadors helped to **bring the public closer** to the event universe, sharing highlights, trends and experiences **in real time.**



MEDIA PRESENCE

The digital impact of the fairs



SOCIAL MEDIA

+51,000
Instagram
followers

15,000
Facebook
likes

PRESS

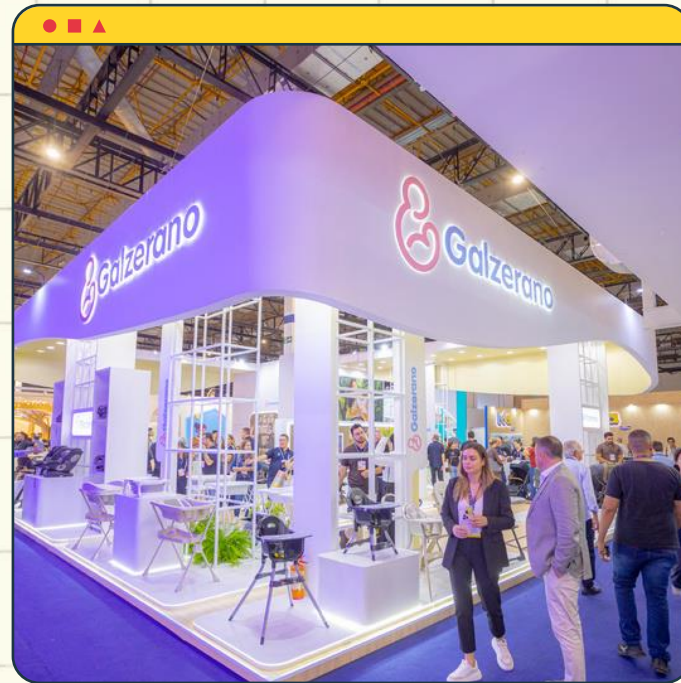
357
posts

2,866,963
people
reached

R\$2,693,255,35
in earned
media value

STRONG PRESENCE

Galzerano and Shopee drive growth in the children's sector

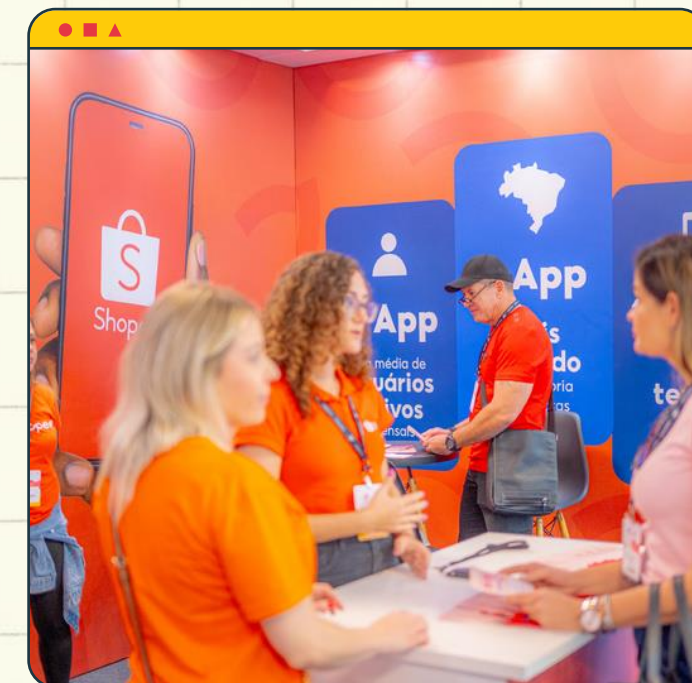


After a **5-year break**, **Galzerano** returned with impact — featuring a bold stand, product launches and engaging activations that strengthened its **connection with the audience**.

The brand brought **innovation, tradition** and **valuable content**, contributing to the development and professionalisation of the childcare market in Brazil.

As the fair's **official marketplace**, **Shopee** delivered interactive experiences, exclusive training and support for retailers, **bridging the physical and digital worlds**.

Its presence helped **boost** brand **visibility** and drive business both during and beyond the event.



PARTNERSHIPS THAT DRIVE THE SECTOR

CREATORS



escola de lojista

POP POP

INSTITUTIONAL PARTNERS

abvtex



Sindilojas
São Paulo

Talu
concept
ENXOVAL PARA BEBÊS

SOCIAL PARTNERSHIP



The success of the fair is also built on those who walk alongside us.

Our **institutional partners** helped expand the fair's reach, attracting a highly qualified audience and strengthening sector presence.

Our **content creators** brought the fair's highlights to an even wider audience with authentic, impactful coverage.

And the **social partnership** with NGO Florescer reinforced our commitment to inclusion and positive impact — connecting visitors to causes that truly transform.

COMMERCIAL TEAM

Your contacts for what's next

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APRIL
26/27/28
2026

STARTS ON SUNDAY

EXPO CENTER NORTE
BLUE PAVILION

