**Fashion and business: Inspiramais will receive 30 international buyers from Latin America and India**

*Event predicts USD 6 million in business in two days of business rounds*

From January 14 to 15, the Brazilian fashion industry will receive international buyers to learn about its releases and do business. The action takes place during Inspiramais - Latin America's premier Fashion Materials Design Exhibit. There will be eighteen companies from Argentina, Colombia, Ecuador, India, Mexico and Peru eager to have access to the fashion materials produced in the country. The Buyer Project takes place in the midst of several actions promoted by the Exhibit, but gains evidence by receiving main players from the global market among the more than 7 thousand visitors who visit the Inspiramais space.

The Buyer Project is sponsored by By Brasil, Components, Machinery and Chemicals, an export incentive action by *Associação Brasileira de Empresas de Componentes para Couro, Calçados e Artefatos* [Brazilian Association of Leather, Footwear and Artifact Components Companies] (Assintecal) and by *Agência Brasileira de Promoção de Exportações e Investimentos* [Brazilian export and investment promotion agency] ](Apex-Brasil), which also has an agreement with Abrameq to represent machines verticals for leather and shoes.

Inspiramais, the only innovation and materials design exhibit in Latin America, celebrates the 20th edition, celebrating 10 years of innovations, fully encompassing the design and fashion market in Brazil, Latin America, the United States and European countries.

Thus, international buyers participate in business rounds with exhibitors and also attend other activities aimed at trading in the state capital.

Today, the Exhibit gathers information that includes the segments for footwear, accessories, apparel, furniture, jewelry and automotive, in a movement that covers the entire industry and is willing to create a style with an effectively national identity, spreading it around the world.

In this edition, the project includes the companies: Borcal, Gowell, Pira Calzados e Vicla S.A. (Patria) da **Argentina**; Nazarena, Sapatos Inyeccion, Fyore Sas, Megapelle Sas, Dj Group Sas (Island), Marroquinera, Gruppo Ferrago e Calzado Flich & Ambar da **Columbia**; Plásticos Industriales C.A., Dicasso, Importadora Amalusa, Ernesto Edinson Zumba Lopez, Interpesa Cia Ltda (Pimenta Shoes) e Calzados Liwi do **Equador**; Tayfon S.A De C.V., Tropicalia, Coppel S.A De C.V., Better Brands, Indústrias Piagui de CV (Nine West), Calzado Rodrisan e Caminna do **Mexico**; MRB - Industria del Caucho, Riberox, Vera Sport, Donna Cativa e Quimera do **Peru** and Metmill Footwear (Lemom & Pepper) da **Índia.**

Admission to Inspiramais is free for industry professionals and will take place at the Pro Magno Event Center in São Paulo. More information can be obtained at [www.inspiramais.com.br](file:///C%3A%5CUsers%5Cct05.CENTRAL%5CDownloads%5Cwww.inspiramais.com.br).

**About By Brasil Components, Machinery and Chemicals**

[www.bybrasil.org.br](file:///C%3A%5CUsers%5Cct05.CENTRAL%5CDownloads%5Cwww.bybrasil.org.br)

[www.facebook.com/bybrasilcc](file:///C%3A%5CUsers%5Cct05.CENTRAL%5CDownloads%5Cwww.facebook.com%5Cbybrasilcc)

Brazilian manufacturers in the component sector interested in expanding their business relations with the foreign market have the opportunity to participate, as well as 300 other companies, in the By Brasil Components and Chemicals project, carried out by Assintecal, Apex-Brasil, and Abrameq, which intends to promote good export performance and, consequently, of the sector.

The project has adequate solutions for each level of internationalization, keeping it within reach of the companies actions of commercial promotion, intelligence, qualification, among others. For more information, please contact us at [relacionamento@assintecal.org.br.](relacionamento%40assintecal.org.br.)

**About Assintecal**

[www.assintecal.org.br](file:///C%3A%5CUsers%5Cct05.CENTRAL%5CDownloads%5Cwww.assintecal.org.br)

For over 35 years, *Associação Brasileira de Componentes para Couro, Calçados e Artefatos* (Assintecal) [Brazilian association of leather, footwear and artifact components] has been working directly to expand its leather footwear sector. Its work is recognized for its strength and dialogue with all governmental spheres, for the consolidation of the international market and for its development in fashion research and content. The entity accounts for a sector that has 3 thousand companies. Headquartered in Novo Hamburgo (RS), it also has offices in São João Batista (SC), Nova Serrana (MG), Birigui (SP), Franca (SP) and Jaú (SP).

**About Apex-Brasil**

[www.apexbrasil.com.br](http://www.apexbrasil.com.br)

*Agência Brasileira de Promoção de Exportações e Investimentos* [Brazilian export and investment promotion agency] (Apex-Brasil) acts to promote Brazilian products and services abroad and to attract foreign investments to strategic sectors of the Brazilian economy. The Agency carries out diversified commercial promotion actions, such as prospective and commercial missions, business rounds, support for the participation of Brazilian companies in major international fairs, and visits by foreign buyers and opinion makers to learn about the Brazilian productive structure.

**Information for the press**
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