**Buyer Project estimates more than USD $7 million in business for the next 12 months.**

*Inspiramais closes 20th edition with a generation of international business.*

On January 14th and 15th, Inspiramais, the only Innovation Fair for Sustainability and Material Design for fashion in Latin America, took place in São Paulo.

With the commitment to boost the national fashion industry, emphasizing the importance of working on sustainability, combined with innovation and technology, in response to the reality of a market in constant movement, the Fair is a milestone in the history of projects to build a genuine national identity. And it covers several sectors, from footwear to furniture, automotive, clothing, accessories and jewelry to PET, gathering information that unify language and methodology for the entire production chain.

Among the actions, Inspiramais counted on the Buyer Project- promoted by *By Brasil Components, Machinery and Chemicals*, an incentive campaign for exports conducted by the Brazilian Association of Companies of Components for Leather, Footwear and Artifacts (Assintecal) and by the Brazilian Agency for Promotion of Exports and Investments (Apex-Brasil), which also has a partnership with Abrameq to represent vertical machinery for leather and footwear.

**International market**

The Fair also receives international *buyers* , through **Buyer Project**, from thirty companies from countries such as Argentina, Colombia, Ecuador, India, Mexico and Peru, eager to access the fashion materials produced in Brazil.

During 800 business meetings, with participation from 60 component manufacturers, buyers closed deals around USD $ 1.5 million during the Fair. For the next six months, the estimate is of over USD $ 7 million.

Mexican buyer Mèlida Sanchez Bernal, of Better Brands Footewear, and exclusive distributor of seven brands to Mexico, including U.S. Polo ASSN. And XOXO Footwear, came to the Fair for the first time looking for components for shoes, soles and leathers.

“I am interested in learning about the Brazilian market, buying products and producing in my country. I want to look for a unique feature from what I find there and what attracts me the most here is the quality,” says Mèlida.

The Argentinian Daniel Risafi, from Borcal, manufacturer of safety and military shoes, in his second time at the Fair, aims to strengthen relationships, in addition to new products. “I work in Argentina and export to Uruguay, Chile and Bolivia. What attracts me in Brazil are the new technologies, an incredible footwear factory”, says a buyer who hopes to find steel toe suppliers.

“At Inspiramais, I find what they are offering the best of, different materials, different innovations, design and quality, factors that make you gain in competitiveness with China, which still has more interesting prices”, says Nirav Shah from Metmill Footwer in India (Lemon&Pepper women's shoes).

Inspiramais **had the promotion** from the Brazilian Association of Leather, Footwear and Artifact Components Companies (Assintecal), Brazilian Tannery Industries Center (CICB), Brazilian Association of Furniture Industries (Abimóvel),Brazilian export and investment promotion agency (Apex-Brasil) and **support from some of the country's main sector entities, such as** Abest, Abiacav, Abicalçados, In-Mod, IBGM, Instituto By Brasil (IBB), ABVTEX, Francal, Ápice, Guia Jeans Wear, Abrafati and Trans Rubber. **It** **also has institutional support from the** Brazilian Support Service for Micro and Small Enterprise (Sebrae) and is sponsored by Cipatex, Altero, Bertex, York, Sprint Têxtil, Caimi&Liaison, Brisa/Intexco, Cofrag, Advance Têxtil, Endutex, Colorgraf, Componarte, Branyl, Aunde Brasil, Suntex Brasil, Camaleoa, Top Shoes / Pettenati and Soares Materiais para Calçados.

**Information for the press
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