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Barcelona will receive in February a new fair of children's fashion

The city of Barcelona is preparing to receive a new fair of fashion. The exhibition **Little Barcelona**, specialized in children's fashion will be held next February in the Catalan capital.

Little Barcelona, which will take place on the 5th and 6th of February, is a private initiative taken by three professionals associated with the sector of children's fashion: **Ana Castán, Javier Royo and Silvia Tarrés**, respectively dedicated to the representation of brands, the graphical design and children's accessories.

According to **Ana Castán**, **Little Barcelona** was created with the aim to bring together in the Catalan capital the companies of this sector which already meet in international and national fairs, like **Playtime** in Paris, or **Fimi** in Valencia.



"A base of brands which are dedicated to the children's fashion exists in Barcelona, this is a good starting point", states Castán, who insures that the aim of **Little Barcelona** isn't to compete with **Fimi**, which has become a reference exhibition. Castán insures that the new fair will be aimed at brands with a different profile: smaller size with an "alternative" product.

At the moment, **Little Barcelona** already has achieved to capture exhibitors like **Bean's Barcelona, Bobo Choses, Monstres or Violeta e Federico**, all of these are Spanish. **Little Barcelona**, which will be held in the headquarters of Foment de les Arts i del Disseny (FAD), in the centre of the city, will have a total capacity of fifty companies, forty of them with stand and ten with corners with smaller space.

For this first edition, **Little Barcelona**, which has set the aim to attract the visitors as well as local and foreign brands, will be financed totally by private funds, although its promoters are seeking the involvement of institutions.

The member of CFE Tuc Tuc received the prize "Family Business of the Year 2011"

The prime minister of La Rioja, Pedro Sanz, gave the prize "Family Business of the Year 2011" to Tuc Tuc, dedicated to children's fashion and to accessories for babies. During the handing over of the prize, that is offered since 2004 by the Association of Family Business in La Rioja, Sanz has indicated that Tuc Tuc is "it's all an example of a well done job".

The prize approves in this way the trajectory of this company founded in Logroño in 1994 and which sells its products throughout Spain and countries like Saudi Arabia, United Arab Emirates, Tunisia or Bulgaria, amongst others.

Pedro Sanz has indicated that "the Family Business is the base of the economy of La Rioja and is demonstrating its strength in these times of crisis."

At last, the chairman of the Executive of La Rioja has indicated that it's fundamental that the Government of Spain establishes itself "a new working framework which promotes the enterprise, the innovation, the internationalization and the provision of work " as a step forward towards the way out from the economic crisis.

For more information on this article:



<http://es.fashionmag.com/news-222974-Sanz-ha-entregado-el-premio-Empresa-Familiar-del-Año-2011-a-Tuc-Tuc-todo-un-ejemplo-de-trabajo-bien-hecho->

2011, the year in which the Spanish children fashion jumped into international markets

The firms of the Spanish children fashion have lived a good year. And these include the associates of CFE like **Mayoral**, **Bóboli**, **Tuc Tuc** and **Pili Carrera**. These firms form a sector with a leading priority in Spain. The turnover of the sector amounted to 1,074 million euros in 2010, with an increase of 8.59% compared to 2009, when the growth was about 6.34%. According to indications of the Spanish Association of Children Products (Asepri), which groups 183 companies and more than 300 brands, the exportations, one of the lifelines of the Spanish fashion, are in the origin of these figures.

Last July **Mayoral** announced the creation of a new line of footwear, under the name of Mayoral Shoes, to expand its business lines. The firm has eleven stores spread throughout the world and has Europe, America, Middle East, Canada and Mexico as its main markets.

The children's fashion brand **Bóboli** entered this year in Latvia, Taiwan, the Netherlands and Peru through commercial centres. Bóboli also has its presence in Dubai, Philippines, Cyprus and Venezuela. At the moment, 40% of the sells of the company come from the international markets, especially from Latin America. The Catalan firm expects to enter the next year in America and Middle East.

The firm **Tuc Tuc** which is present in countries like Italy, Portugal, Serbia, United States, Canada and Mexico, has resolved for the year 2012 to enter through the individual brand stores in Italy and Portugal.

The Galician firm of children fashion **Pili Carrera** is present in the United States, Mexico, Panama, Portugal and Russia through the channel of individual brands and more than 800 multibrand spaces, among these, Harrods, in London.

Source URL to read the whole notice: <http://www.modaes.es/empresa/271211/2011-el-ano-en-el-que-la-moda-infantil-espanola-sa>

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<http://cfeurope.wordpress.com> - www.childrensfashioneurope.com

The EU Framework Programme for Research and Innovation

Watch the presentation on Horizon 2020 <http://bit.ly/uy89hl>. (Opens in a new window on the Prezi website.)



Horizon 2020 is the financial instrument implementing the Innovation Union, a Europe 2020 flagship initiative aimed at securing Europe's global competitiveness. Running from 2014 to 2020 with an €80 billion budget, the EU's new programme for research and innovation is part of the drive to create new growth and jobs in Europe.

Horizon 2020 provides major simplification through a single set of rules. It will combine all research and innovation funding currently provided through the Framework Programmes for Research and Technical Development, the innovation related activities of the Competitiveness and Innovation Framework Programme (CIP) and the European Institute of Innovation and Technology (EIT).

The adoption of Horizon 2020 will:

- Strengthen the EU's position in science with a dedicated budget of € 24 598 million. This will provide a boost to top-level research in Europe, including an increase in funding of 77% for the very successful European Research Council (ERC).
- Strengthen industrial leadership in innovation € 17 938 million. This includes major investment in key technologies, greater access to capital and support for SMEs.
- Provide € 31 748 million to help address major concerns shared by all Europeans such as climate change, developing sustainable transport and mobility, making renewable energy more affordable, ensuring food safety and security, or coping with the challenge of an ageing population.
- Horizon 2020 will tackle societal challenges by helping to bridge the gap between research and the market by, for example, helping innovative enterprise to develop their technological breakthroughs into viable products with real commercial potential. This market-driven approach will include creating partnerships with the private sector and Member States to bring together the resources needed.
- Horizon 2020 will be complemented by further measures to complete and further develop the European Research Area by 2014. These measures will aim at breaking down barriers to create a genuine single market for knowledge, research and innovation.

Source: http://ec.europa.eu/research/horizon2020/index_en.cfm?pg=h2020

New Project for CFE: e-Child

CFE starts the year 2012 with a New Project: e-Child under the Lifelong Learning Programme. The kick-off meeting for the new project e-Child will be held on 12th and 13th January 2012 in the office of CFE and ASEPRI.



The e-CHILD project aims to create, implement and set the basis for the exploitation of a new online training course in children ergonomics applied to product development addressed to design professionals.

The overall aim of this project is the development of the contents and the implementation of an online course that assures the European designers an education and training in ergonomics applied to children enabling them to match the product innovation needs of the children's products industries. The e-learning tool resulting from the project will be available in two formats: via on-line and distributed by USB (requiring internet connections for the follow-up activities) in 7 languages (English, French, German, Spanish, Italian, Bulgarian, and Finnish) to increase acceptance of the course and students' achievement.

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AIJU presents its new Toys and Games Guide

Like every year the Toy Institute of Technology (AIJU) creates its Toys and Games Guide which can also be seen in electronic version www.guiadeljuguete.com

This electronic version is created in order to expand the content, make the consultation more comfortable and allow a greater interaction with the people who consult them.



The recommended toys in the Guide have been subjected to extensive studies to demonstrate their suitability of the use and of its pedagogical and playful value. It's important to underline that for its elaboration not all toys on the market have been investigated, but a selection of these by request of the participating companies.

The selection of the toys which appears in the Guide belongs to a great process of observation, analysis and evaluation which is coordinated by AIJU.

Dressy children's fashion – Innovations of 2012

It's interesting that a lot of garments of the children's fashion 2012 are geared to the fashion of the "adults". And this amongst others due to the (child) celebrities like: the singer Justin Bieber. His motley shoes, watches in neon colours and gaudy baseball caps aren't only his trademark but also the boys like it.

The girls in contrast take a modern model of the outfits of the actress Miley Cyrus. Her style is simply distinctive – Miley loves it casual and combined for example checked shirts with trendy jeans. Tip: Small applications like coloured embroidery help for a little bit more glamour. And with this the actual children's fashion makes even more fun.

Source: <http://www.fashion-insider.de/15686/aktuelle-trends-fuer-2012-die-neue-kindermode/>

CPM Catwalk in Moscow

The association **Children's Fashion Europe** organizes the 11th CPM kids' catwalk at the CPM Collection Première Moscow International Trade Fair.

From the 28th of February to the 2nd of March, the capital of Russia will be the host of this catwalk of children fashion companies from different parts of the world. The following brands will be shown: **Blue Seven, Bóboli, Cóndor, Gakkard, Graci, Mayoral**, and **Snow Image Junior**.

The catwalk starts every day at 3 pm except the last day at 1 pm. This showcase is the best one for presentation to the Russian market. There will be shown the collections for Fall/Winter 2012/2013.

To see photos from last CPM Kids edition, please visit: <http://on.fb.me/CPM-Kids-Sept2011>



If you have any question, please do not hesitate to contact us.



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