



## With a wide range of professional occupational and safety shoes, Kadesh appears in FISP 2016



**KADESH**  
CALÇADOS PROFISSIONAIS

**Kadesh Calçados Profissionais** has attended the **FISP | International Fair of Safety and Protection** since 2006. Its product line offers shoes

that meet the most varied segments: professional occupational and safety shoes. Resistant, lightweight, non-slip, shock absorption, different options, leather, and soles. *"Our highlighted line is the Composite line. With composite toe and anti-puncture insole, its main characteristics are lightness and versatility, especially when compared to similar material in steel,"* explains Ricardo Rodríguez da Silva, the company's marketing manager.

Kadesh is a trademark of the Grupo Imbipar, established in May 2004 in order to offer the market solutions for worker's foot protection. The brand has grown focused on the development of footwear based on concepts of comfort, style, and quality. Over the past two years, Kadesh invested more than R\$ 6 million in the automation of production and expansion of its portfolio, raising the level and ensuring a high standard of quality in the manufacturing of its shoes.

*"The FISP is a showcase for the professional market of worker's protection. An excellent opportunity to generate business, which contributes to the development of the sector by promoting solutions and exchange of experiences and integration*



*between manufacturers and consumers", Ricardo concludes.*

The **21st FISP | International Fair of Safety and Protection**, the largest event for the health and safety at work sector in Latin America, is going to be held **from October 5th to 7th 2016 at the São Paulo Expo**, in São Paulo, promoted by **Cipa Fiera Milano** along with **ABRASEG** – Brazilian Association of Distributors and Importers of Safety and Occupational Protection Equipment and Products; **ANIMASEG** – Brazilian Association of the Safety Material and Occupational Protection Industry, and the **SINDISEG** – Union of the Safety Material Industry).

**More information:** [www.fispvirtual.com.br](http://www.fispvirtual.com.br)

#### **Service**

#### **21st FISP | International Fair of Safety and Protection**

**Concurrent Event:** 12th FIRE SHOW | International Fire Fair

**Date:** **October 5th to 7th 2016**, from 1 p.m. to 9 p.m.

**Place:** Sao Paulo Expo Exhibition & Convention Center

**Address:** Rodovia dos Imigrantes, Km 1.5 – São Paulo – SP – Brazil

**Free transportation:** Rua Nelson Fernandes, 450 - Access through Jabaquara Bus Station

\* Free event for industry professionals

#### **About Cipa Fiera Milano**

The Cipa Fiera Milano specializes in trade fairs and technical publications, with the aim to bring organizations together and create networking opportunities through the implementation of major trade fairs and targeted magazine publications in Latin America.

#### **Fiera Milano in the World**

Located in Milan, Italy, Fiera Milano is the market leader in trade fairs and conferences concerning the number of visitors and exhibitors and excellence of exhibitions. With offices in eight countries around the world, Fiera Milano has a portfolio that stands out from the other promoters of fairs related to the range of represented economic sectors and the high quality of events. The exhibitions attract more than 30,000 exhibitors and five million visitors each year.





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**CIPA FIERA MILANO**



ASSOCIAÇÃO BRASILEIRA DE DISTRIBUIDORES E IMPORTADORES DE EQUIPAMENTOS E PRODUTOS DE SEGURANÇA E PROTEÇÃO NO TRABALHO



ASSOCIAÇÃO NACIONAL DA INDÚSTRIA DE MATERIAL DE SEGURANÇA E PROTEÇÃO DO TRABALHO



Sindicato da Indústria de Material de Segurança