



In an effort to bring Bopy France closer to its Canadian customer base as well as to expand its distribution network, Bopy France has decided to enter into a joint venture with Moda-Mondo Imports Inc. by creating BOPY CANADA. This new enterprise will be BOPY France's new vehicle for the distribution of its products on the Canadian market bringing Bopy into direct contact with the retailers who carry their brand. This will enable Bopy France to better service its Canadian retailers, obtain and act on customer feedback more efficiently and build the brand nationally.

Bopy's high quality and European made children's footwear have been on the Canadian market for almost a decade and have experienced a great deal of success due to their high quality, excellent fitting, and attractive European look, styling, and craftsmanship. The brand has been carried by most of the important children's retail specialists throughout Quebec and with this new joint venture the Bopy brand will become a National selling brand.

The unique business relationship formed by Bopy France and Moda-Mondo is not simply one of factory and importer and will actually bring retail customers in Canada (both big and small) to Bopy's doorstep .

The Bopy collection for Fall 2010 is almost complete and will be available for viewing at most major Canadian shoe shows across the country. Do not hesitate to contact us for more information as of today!!!



**Moda-Mondo Imports Inc. (BOPY CANADA)**  
10847 Avenue Moisan  
Montréal, Québec  
H1G 4N6

Tel. : (514) 322-2282  
Sans-Frais : 1-877-322-0989

Fax: 514-322-0989

Email: [info@modamondo.ca](mailto:info@modamondo.ca)

