



BANGLADESH
INTERNATIONAL
TRADE & EXPORT

FAIR-2014

DATE | 1ST DECEMBER 2014 TO
MONTH LONG

TIME | 10AM TO 10PM DAILY
VENUE | **ABAHANI FIELD**
PLOT-A2, BLOCK-G,
HALISAHAR HOUSING ESTATE,
PORT CONNECTING ROAD,
CHITTAGONG, BANGLADESH

Organized by



**Chittagong Metropolitan
Chamber of Commerce and Industry**

Event Managed by





Chittagong Metropolitan Chamber Of Commerce and Industry (CMCCI) take the initiative to open the door of opportunities to business leadership by arranging Bangladesh International Trade & Export Fair'14.

Chittagong Metropolitan Chamber of Commerce & Industry (CMCCI), the Elite Trade Body in the Port City of Chittagong, as such leading & corporate Industrial Groups, Commercially Important Persons (CIPs) large employers & major exporters' initiative was approved by the Ministry of Commerce; Government of the Peoples' Republic of Bangladesh in 2009, with its 1st president Mr. Abdus Salam have been providing wide range of services to its members.

Since, the prime organizer for the formation of the Chamber President Mr. Khalilur Rahman took over CMCCI have been trying for protection of local Entrepreneur who are capable enough to compete, if policy support is based on level playing ground. Besides, CMCCI working with the major stake holders & trade bodies providing policy support to the GOB that facilitating the business community. CMCCI's policy recommendations & input related to ongoing reforms have earned wide acceptance by the government policy makers.

With the collaboration of "Chittagong Metropolitan Chamber Commerce and Industry (CMCCI)", "KAZNOVA COMMUNICATION LIMITED" is all set to present the 1st time ever unique digital trade expedition "Bangladesh International Trade and Export Fair 2014 – BITEF'14 " expected to commence from 01st December to 31st December, 2014. Large fleets of all sector leaders are strengthening our efforts by participating in this momentous program.

EXHIBITION COLLECTIONS

- Processed foods & Beverages
- Textiles & Garments Accessories
- Handlooms
- Chemicals
- Ceramics
- Consumer Durables
- Motor Vehicles
- Building Materials
- Leather Goods
- Toiletries
- Cosmetics
- Jewelries machineries
- Jute goods
- Rubber
- Electronics & Electrical
- Information Technology
- Plastics
- Toys
- Kitchenware
- Fashionable items
- Others

OBLIGATORY GROUNDWORK

- Exclusive & Modern architectural layout of the fair that meets the requirement of participants & visitors.
- Arrangement of special illumination at night to make venue colorful and more attractive.
- First aid
- Separate prayer room for ladies and gents
- Round the clock security measure for safety of participating companies as well as visitors
- Permanent police and RAB Camp
- Special & Intelligence branch
- Bank facility
- Aristocratic restaurants and fast food Corner
- Separate toilet /utility facility for both ladies & gents
- Separate foreign zone
- Permanent fire station
- Always CC TV Camera

PROMOTIONAL ADVANTAGES

- Massive advertisement campaign at home & through electronic & print media.
- Regular press releases to keep news media well informed.
- Displaying of posters & promotional materials at city's public gathering spots and
- Street corners.
- Mailing of posters & special publication of the event to different foreign missions & TPOs of home and abroad.
- Distribution and Aerial dropping of leaflets containing on the event.

EXPECTED VISITORS PROFILE

- CIP, VVIP, VIP residence of Chittagong
- Minister, MP, Politician
- High official from Public sector
- Faculties from public and private universities.
- Visitors / Consumer of Home and Abroad
- Industry buyer
- High official of Corporate houses.
- Opinion Leaders
- Business match maker
- Business Leaders

BITEF 2014 expected about 1 million citizen of Chittagong will be visiting our glorious fair. You can have an idea from that brochure why we are confident about that fair.

SPECIAL PUBLICATION

Souvenir at the opening ceremony, the content will be sponsor and participators product. And after the event we will provide more Magazines will be distributed at Embassy, Clubs, and Government official to expose the activities during fair. A very colorful attractive design will be create more glow with the full of information of our glorious organization and high profile participators. All the participant will be highly appreciate by organizer to provide details at souvenir and magazine.

ON-LINE PROJECTION

We are going to provide on line projection facilities during the fair time of the full month. Participant can also provide the product details as like TVC or any other documentary for the crowd to attract his product as well as our honorable sponsor and organizer have that facility. That facility will be one of the attractive part of fair.

PAYMENT TYPE

Payment must be made 100% advance and provide 10% security money (refundable) by demanded draft/pay order in favor of CMCCI.

SECURITY AND INFORMATION ZONE

- For the 1st time in Bangladesh we are going to provide 24 hours on-line security.
- High profile security experts are taken the responsibility of safety issue.
- Also an exclusive information zone will be located to help our visitor by provide available service to avoid any types of problem.

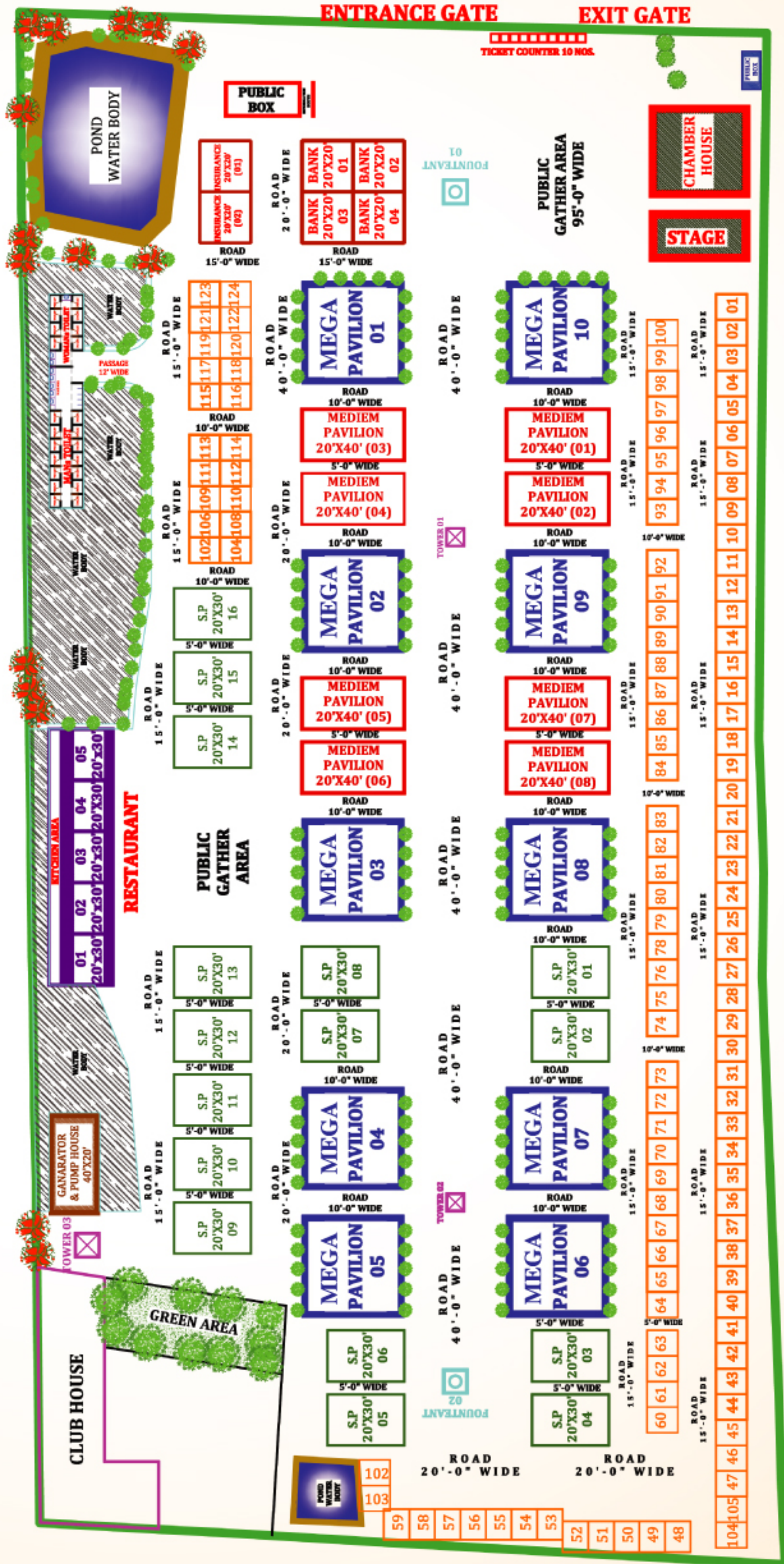
RETURNS

- Opportunities of Business expansion
- Mass people feedback
- Route label marketing with in cheap / less expense
- Create Product awareness
- New Product Launching
- Test public feeling with your product
- Opportunity to understand the market opponent
- Technology adaptation and up-gradation for product development
- Response from crowd instantly

LOCATION MAP



FAIR LAYOUT



PARTICIPATE CRITERIA:

Bank & Insurance: Size : 400 sft. (20'*20') = 6,50,000.00

Facility: 400 sft space at preferred location, publishing logo at print materials, drop wall banner at show premises, twenty free entry pass, publishing logo at billboard & banner and full page advertisement at souvenir.

Pavilions:

Mega : Size : 1600 sft. (40'*40') = 5,50,000.00

Medium : Size : 800 sft. (40'*20') = 4,00,000.00

Standard : Size : 400 sft. (20'*20') = 2,50,000.00

Restaurant : Size : 600 sft (30 X 20) = 3,00,000.00

Stall (Regular) : Size : 120 sft (12'x10') = 45,000.00

Product manufacturers, importers and nationwide distributors, Automotive Components & Spares, Insurance products & services, Finance and Leasing, IT for Auto Industry, Oil & Lubricants, Tyres & Wheels, Design Concepts, Electronics, Furniture, Ceramics, Telecommunication, FMCG Companies, Lifestyle, Food, Buildings Solution, Support Services, Related Trade Publications & Web portals.

Contact:



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