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International Exhibition



Date: **01** **02** **03** December, 2022

International Convention City Bashundhara (ICCB),
Kuril Bishwa Road, Dhaka, Bangladesh.

Organized by
SAVOR
INTERNATIONAL LIMITED

In Association with



Entertainment Partner



Life Style Partner



Media Partners



Event Partner



OVERVIEW

Natural & Organic Show 2022 aims to attract producers and entrepreneurs in organic and natural products. It also promotes services trying to expand organic products market, raise awareness by upholding the image of the products and stimulate organic product consumption, expand organic business networking and marketing channels through business negotiations between producers/owners of products and buyers, develop producers, entrepreneurs, and provincial agents on the knowledge of production, marketing, and international standard accreditation applying, as well as creating a business opportunity with domestic buyers and foreign importers through the competitive edge of the Bangladeshi organic market and create awareness and expand domestic market for healthier consumption and environmental preservation. It is a gathering of manufacturers of natural and organic products and services to expand the organic market.

SO GEAR UP FOR NEW BUSINESS OPPORTUNITIES...



NATURAL & ORGANIC SHOW 2022

Natural & Organic products market is expanding day by day. Health conscious people are welcoming organic products in their daily life style. Visioning a large market of these products, Savor International is initiating the International natural and organic products Exhibition in Dhaka, Bangladesh in the name of "Natural & Organic Show 2022". It is going to be the largest platform for local manufacturers, where they can showcase their products as well as a great opportunity for the international manufacturers to find new dealers and distributors or agent for Bangladesh market.

Why Exhibit

BRINGING THE WORLD TO YOUR BUSINESS AND UPHOLD HEALTHY & BEAUTIFUL LIFE

- Be the part of Country's largest Natural & Organic exhibition.
- Meet potential business partners, trade buyers, investors and customers
- Make the Direct Sales at the Expo.
- Ideal opportunities for Bangladeshi companies to introduce new products and also establish/widen dealer network.
- Provide an ideal opportunity to existing distributors/retailers to tie up with new international companies
- An ideal opportunity for overseas companies to promote their brand and seek/appoint distributors.
- Know your competitors to keep your competitive edge
- The right place and right time to promote your Brand
- Allow exhibitors to gauge reaction to new products and take consumer feedback.
- Get the chance to shake hands with industry experts, influential decision makers and clients to discuss the next generation solutions



ACTION PLAN

Event Name	Natural & Organic Show 2022
Detail	An International Exhibition on Natural & Organic Products
Date	01-03 December, 2022 (3 Days)
Location	Dhaka, Bangladesh
Venue	International Convention City Bashundhara (ICCB)
Opening Hours	10.00 am to 8.00 pm
Frequency	Annual
Open to	Trade / Business & Public Visitors
Organizer	SAVOR International Limited
Cooperated by	Postmaster Communication
Expected number of Booths	300
Trade Value(Expected)	USD 10 Million (Approx.)
Official Website	www.savorbd.com

OBJECTIVES

- To provide a platform for all the stakeholders related to Natural & Organic industry so as to showcase their smart products
- To create a network of trade, increase Marketing Channels including business negotiations between manufacturers / owners and buyers, domestic and foreign
- To provide an ideal opportunity to existing distributors/retailers to tie up with new international companies.
- Showcase products, brand and activities in an exciting setting focused on the latest innovations and market trends.
- To initiate a strategic relationship and partnership with key industry players, foreign buyers and solution providers and policy makers
- To motivate people for healthy and beautiful life style.
- To develop producers, operators and officials, to be aware of the opportunities and direction of doing business with local operators & importers and competitiveness in the export of organic products.

EXHIBITORS PROFILE

- Non-toxic Product
- Natural food Products
- Chemical free foods
- Rice, Grains, Seeds and nuts
- Nutritional, Certified Organic, Vegetarian
- Dairy products, Tea
- Chilled & Frozen Foods

- Dried Foods
- Cooking Natural oils
- Organic Agro products
- Natural Non-food products like jute, hand-made products
- Recycles organic products
- Nutritional Supplements
- Organic Fertilizer

VISITORS PROFILE

Personal Invitation to Chairman, MD, CEOs, other decision makers, investors, consultants and experts from the following fields:

- Distributors, Retailers
- Dealers of Imported Products
- Supermarkets, Department stores, Grocery stores, Convenience stores
- Agro Goods Retail Stores / Chains, Institutional Buyers
- Agro Farms
- Online Shopping Portals
- Owners, Directors & Consultants of Agro Farm

- Managers/Administrators of Public Agriculture Facilities
- Agriculture Universities
- Training Institutions for Agriculture
- Full service & Chain restaurants
- Alternative & traditional healthcare practitioners
- Dealers/Distributors/Resellers/Importers
- Media/press and more...

ACTIVITY

Day 1: a) Business Hour

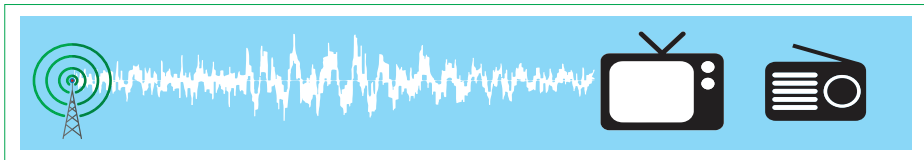
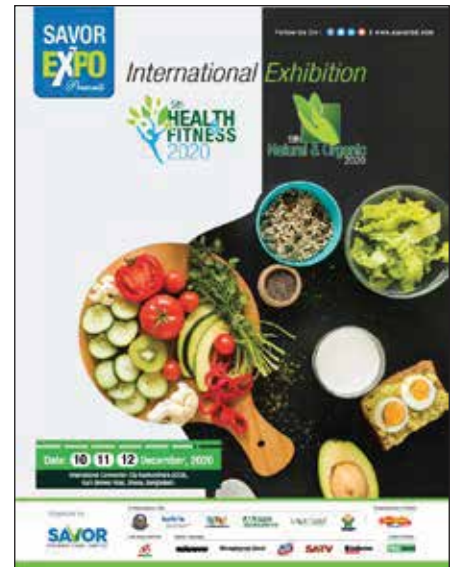
Day 2: a) A Session with BDCyclist
b) Fashion Show

Day 3: a) Dialogue on Health & Safety
b) Power Lifting Contest

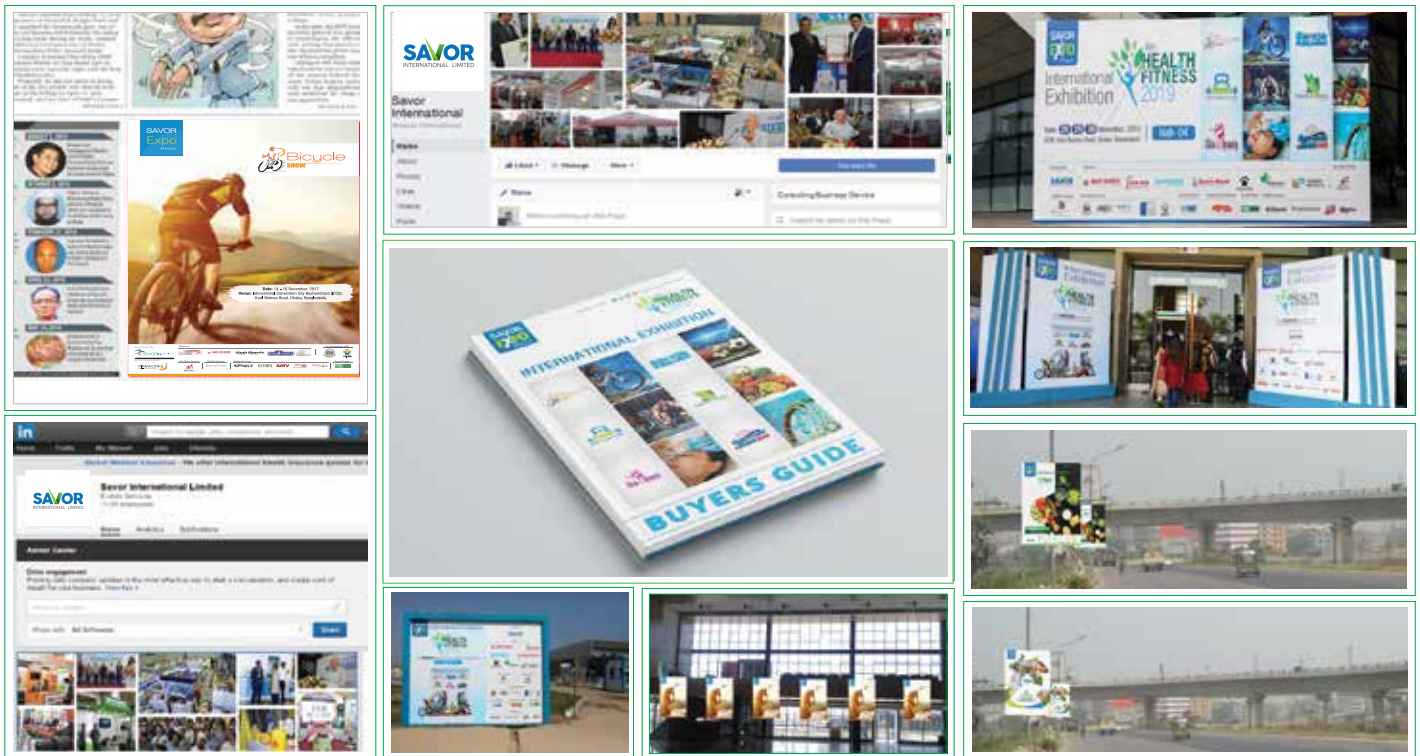
IMC PLAN FOR NATURAL & ORGANIC SHOW

Pre - event Promotion:

- Newspaper insertion – in renowned dailies
- Advertisement in business, fashion and lifestyle magazines
- Radio commercial insertion in FM radios – From 10 days before the event
- Television commercial at prime time
- Digital media – Social Media pages, Web Ads in renowned high traffic web pages
- Multiple billboards/banner for the strategic locations/posters
- Invitation cards for personalized invitation
- Outdoor communication in LED projections
- Vehicle branding for the expo
- Tele Marketing



SCOPE OF BRANDING AND PROMOTION OF HEALTH & FITNESS 2022



POST EVENT PROMOTION:

- News and Media Coverage
- Article & Media Write-ups on HEALTH & FITNESS 2022

