



01 02 03 December, 2022

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



INTERNATIONAL EXHIBITION ON HOME APPLIANCE & HOUSEHOLD PRODUCTS

Products • Equipment • Technologies

Organized by



In Association with



Global Alliance



Event Partner



Media Partners



BACKGROUND

Bangladesh is experiencing a steady economic growth which has fueled a huge demand for various household products. The Bangladeshi economy is significantly helped household sector, which contributes more than 13% of the country's trade. Bangladesh has experienced a growth rate of 5% since 1990. Added to this Bangladesh has a young population with ever increasing income levels who are trendy and demands premium services to cater to their needs. The young populations of the country are highly globalized in terms of thoughts, needs, and choices.

Kitchen appliances market in Bangladesh has an outstanding potentiality to grow. In domestic households sector the Kitchen appliances has become a need rather than a want. With the acceleration of economic activities, the investment from local and abroad has enhanced greatly. As a result the number of business entities has increased to a great extent.

Keeping this study in mind Savor International is initiating an International Exhibition on Kitchen products, technologies and solutions. This exhibition will cover all types of Kitchen appliances, Kitchen ware, Smart kitchen solutions and technologies etc.

OBJECTIVE OF KITCHEN PRODUCT, TECHNOLOGIES AND SOLUTIONS EXHIBITION 2022

- Creating a Platform where kitchen product and technologies can be showcased.
- Promoting kitchen products, technologies and value-added services as preferred choice for construction in Bangladesh.
- Engaging roll out innovations and new technologies for domestic market.
- Exploring opportunities for the foreign exhibitors to penetrate with their solutions in the Bangladesh market. Moreover, energizing economic potentials vis-à-vis foreign currency earnings.
- Creating awareness among future engineers, policy makers about innovation & technological advancement in the related industry.
- Creating a platform for technology exchange and unveiling opportunities of business for the exhibitors.

Kitchen Product, Technologies and Solutions Exhibition Advantage:

- A truly international platform, Kitchen Product, Technologies and Solutions Expo, is positioned as a strategic converging event for manufacturers from all over the world who would like to showcase their products to Bangladesh's top importers, trading houses, agents and distributors, e-retailers, chain stores, etc. to be an integral part of the growing consumer boom in Bangladesh.
- The fair invites you to participate in international country pavilions, launch your latest products & innovations and expand your business network into Bangladesh—one of the world's fastest growing consumer markets.
- Expo presents the latest products and innovations in the capital city of Bangladesh. It offers a comprehensive overview of the international market to attract the attention of large numbers of trade visitors from across the region.
- It has been created as a complete B2B & B2C show for the consumer, presenting a complete sourcing, manufacturing and production solution show to the South Asian industry. It brings together top quality manufacturers and serious buyers from across South Asia and the rest of the world under one roof.

Visit Kitchen Product, Technologies and Solutions Expo.- The World's Meeting Place for the Electronics, Appliance and House hold Industry.

VISITORS PROFILE

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

- Architecture and interior • Business Owners • Dealers and Distributors • Agents • Wholesalers and Retailers • Brand and Product Manager from Advertising Agencies • Decision makers from various sectors related to this industries • Duty fee and Travel • Consultancy and Engineering Services • Consumer electronics and kitchen appliances manufacturers • Government Agencies Buyer • Hospitality sector • Multinational Corporate • Super Markets • Media • Trade and Business Centers • Overseas Buyers • Universities /Schools/Colleges • General Visitors etc.

VISITOR INVITATION & GATHERING

- Personalized invitation will be send to IAB, IEB members, Concern Ministries, EPB, BSTI, Trade Bodies, Diplomats of different embassies, Corporates, Dealers, associations and others.
- Shuttle bus services will be provided to gather Engineering Students from BUET, AUST, MIST and other Engineering Universities.
- Extensive Promotion in Print, Electronic Online & Social medias to circulate the information of Kitchen Product Technologies and Solutions Expo' 2022.
- Activation in super markets & other strategic point.
- Exploring the information of the seminars conducted and chaired by both local and International delegates and Icons of Kitchen solutions and pre-registration of the seminar participants to boost hype.

ACTION PLAN

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|---------------------------|---|
| Event Name | Kitchen Product, Technologies and Solutions Expo' 2022 |
| Concurrent Event | Electronic Appliance, Home Décor, Hospitality Bangladesh Expo |
| Detail | Premium Exhibition on Kitchen Product, Technologies & Solution Expo |
| Date | 01-03 December, 2022 |
| 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) | 9 Million (Approx.) |
| Official Website | www.savor-hhexpo.com / www.savorbd.com |

EXHIBITORS PROFILE

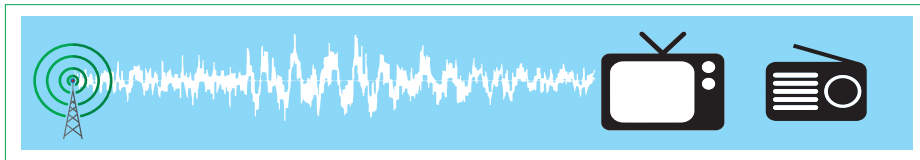
| | |
|--|---|
| Microwave Oven <ul style="list-style-type: none">• Refrigerator, Deep Freezer | Interior Company <ul style="list-style-type: none">• HORECA |
| HVAC <ul style="list-style-type: none">• Humidifier | Barbique Grill maker <ul style="list-style-type: none">• Roti Maker |
| Vacuum Cleaner <ul style="list-style-type: none">• Domestic Robot | Pest control <ul style="list-style-type: none">• All types of kitchenware |
| Water Purifier, Water Heater <ul style="list-style-type: none">• Batteries, UPS/ Inverters & Generators | Tiles & Sanitary ware <ul style="list-style-type: none">• Turnkey Consultancy |
| Blender, Juicer, Grinder <ul style="list-style-type: none">• Dish Washer | Bank & Financial Institution <ul style="list-style-type: none">• Rice cooker |
| Paints, Coats & Wall Covering <ul style="list-style-type: none">• Coffee maker | Kitchen Furniture <ul style="list-style-type: none">• Thermos Container |
| Chopper <ul style="list-style-type: none">• Pressure Cooker | Electric Cooker/gas Stove <ul style="list-style-type: none">• Kitchen Technologies |
| Kitchen Cabinet <ul style="list-style-type: none">• Fire & Safety Automation | Smart Kitchen Products <ul style="list-style-type: none">• Utensils |

and many more...

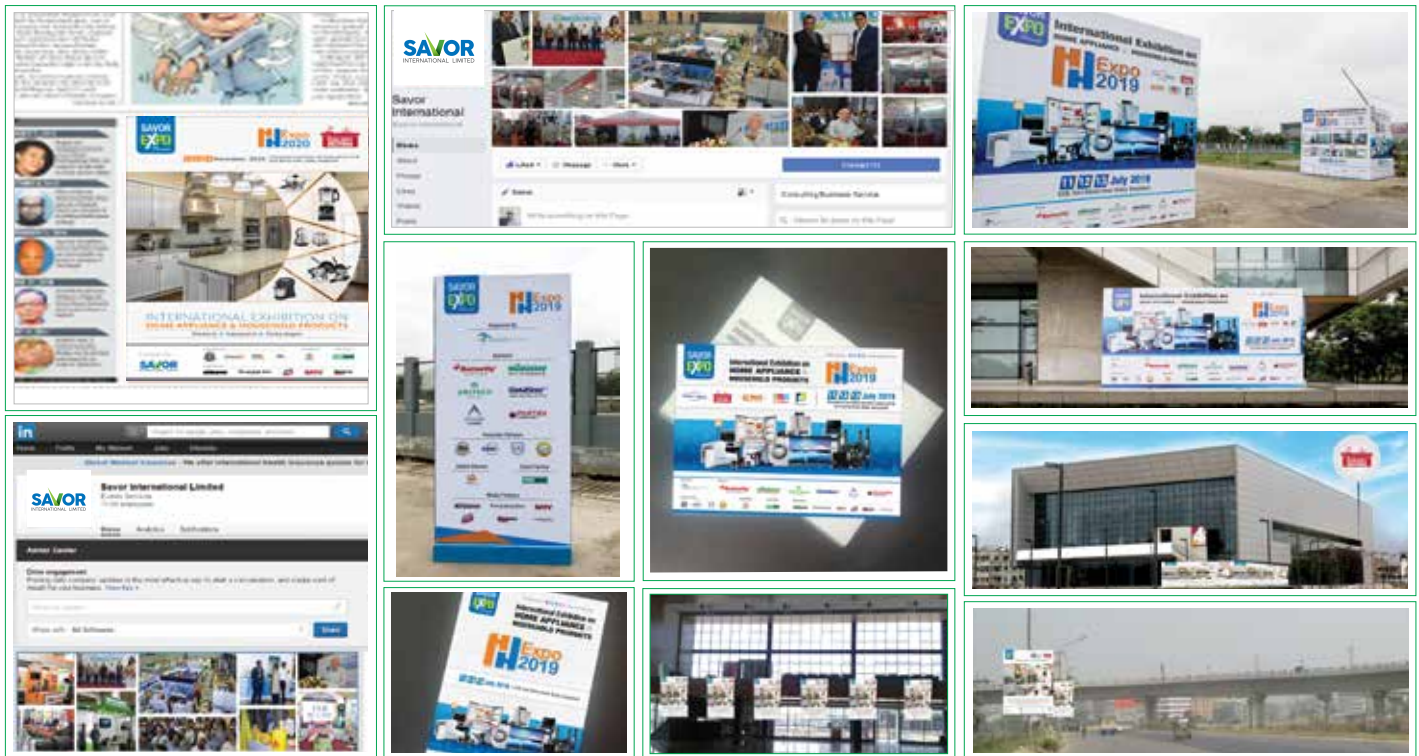
KITCHEN PRODUCT, TECHNOLOGIES AND SOLUTIONS EXPO.

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 KITCHEN PRODUCT, TECHNOLOGIES AND SOLUTIONS EXPO' 2022



POST EVENT PROMOTION:

- News and Media Coverage
- Article and media write-ups on KITCHEN PRODUCT, TECHNOLOGIES & SOLUTIONS EXPO' 2022

