

POST SHOW REPORT

International Exhibition



Date: **28 29 30** November, 2019
International Convention City Bashundhara
(ICCB), Kuril Bishwa Road, Dhaka, Bangladesh



Organized By



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WHAT HAPPENED IN 2019

KEY STATS- HEALTH & FITNESS Show- 2019



40% of the companies already renewed their participation during the exhibition



300+

Foreign delegates from different countries visited in this exhibition



8

countries have attended



18,000+

targeted visitor over 3 days exhibition



total space of 4,000 sqm





HEALTH & FITNESS SHOW- 2019, AN EXCLUSIVE B2B & B2C PLATFORM FOR THE EXHIBITORS:

Health & Fitness 2019- Aimed to extend a platform for organizations to come in front of the decision makers that source billions of dollars in health & fitness products/services ranging from organic drinks and food to exercise machines, bicycle manufacturers & exporters, sports equipment manufacturers, skin and beauty products, Amusement Equipment from home and abroad. Exhibition at these areas generated an opportunity for the exhibitors to engage in discussions one-on-one, demonstrate and introduce their products and services in an interactive manner. Engagement of international exhibitors from potential Export Zones of Bangladesh lead good opportunity for our entrepreneurs to reach beyond domestic peripheral. Moreover, this exhibition built attendance through 360 degree marketing campaigns that created millions of advertising impressions in print, direct mail, email, electronic media and so on.



Objective of Health & Fitness 2019:

- To provide a platform for all the stakeholders related to Health & Fitness industry so as to showcase their smart products.
- Ideal opportunities for Bangladesh companies to introduce new products and also establish/widen dealer network.
- 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.
- Get the chance to shake hands with industry experts, influential decision makers and clients to discuss the next generation solutions.
- To initiate a strategic relationship and partnership with key industry player, foreign buyers and solution providers as well as policy makers.
- To motivate people for healthy and beautiful life style.





GLIMPSE OF THE HEALTH & FITNESS SHOW- 2019





GLIMPSE OF THE HEALTH & FITNESS SHOW- 2019





STRONG INDUSTRY PARTICIPATION

Health & Fitness 2019 have opened its doors for Bangladesh and dubbed to be country's most prominent bicycle manufacturers & exporters, sports equipment manufacturers, skin and beauty products, organic drinks, food products and amusement equipment expositions. It has revealed an idea venue for business transactions and introduction of innovations for the health and fitness related industries.

Some of the reputed companies who have made remarkable manifestations at the show this year.....





STRONG INDUSTRY PARTICIPATION



ASIA CYCLE INDUSTRIES

M/S. BANGSHAL LOCK STORE

SAZZAD ENTERPRISE



EXHIBITORS PROFILE

- | | |
|-------------------------------------|--|
| ■ Bicycle | ■ Skating equipment |
| - Tricycle | - Team sports |
| ■ E-bike | ■ Diving |
| - Bicycle Parts & Comp. | - Hiking |
| ■ Bicycle Accessories | ■ Cricket Equipment's |
| - Cycling gears and tools. | - Water Sports |
| ■ Tyres & tube. | ■ Swimming |
| - Holiday Resorts. | - Fishing |
| ■ Natural food products | ■ Mountaineering |
| - Organic Agro products | - Herbal product manufacturers |
| ■ Recycled organic products | ■ Organic Food Suppliers |
| - Fitness Equipment & accessories. | - Researchers & Education institutions |
| ■ Weight lifting equipment | ■ Marketing and Direct selling companies |
| - Health Club and fitness centers | - Relevant Government Agencies |
| ■ All kind of sportswear | ■ Beauty clinic and Leaser Treatment |
| - Yoga and Aerobics equipment | - Herbal products Dealer, Distributors and Importers |
| ■ Massage Equipment | ■ Raw Material Suppliers |
| - Pilates Equipment | - Industry related business |
| ■ Sports medical & Fitness Centers | ■ Herbal Cosmetic Ingredients |
| - Tennis | - Aroma Therapy Center & Products |
| ■ Basketball | ■ Raw Material Growers |
| - Sports Equipment and Accessories | - Laser Cosmetic Center |
| ■ Nordic Walking | ■ Cosmetic Packaging |
| - Outdoor sports gear and equipment | - Herbal Skin Care |
| ■ Golf | ■ Cosmetics & Beauty Products |
| - Badminton | - Indoor & Outdoor Equipment |



EXHIBITORS SURVEY & TESTIMONIAL

80% Are primary decision-makers or influence decision making

Few Top Exhibitors' & Visitors' Feedback:

“

This event will be prosperous in the future that's why I am here to them.

Jong Won Kim
Korea Trade-Investment Promotion Agency (Ketra)
Korea Trade Center, Dhaka

”

“

We are from a company in India manufacturing bicycle parts and this exhibition has given a lot of scope here.

Md. Rezaul Haq Bhuiyan
A.K. Mittal,
Managing Director, B.M. Exports Pvt. Ltd.

”

“

We are very much happy to say that we have come to Dhaka in this exhibition because we have got immense queries and good support from the organizer.

Sat Nam Singh
Managing Director,
Mr. Medics Science & Technologies

”

“

This is the first time we are exhibiting in Bangladesh and we took this opportunity to expand our brand in Bangladesh.

Pran Chadha
Managing Director,
LISI Universal

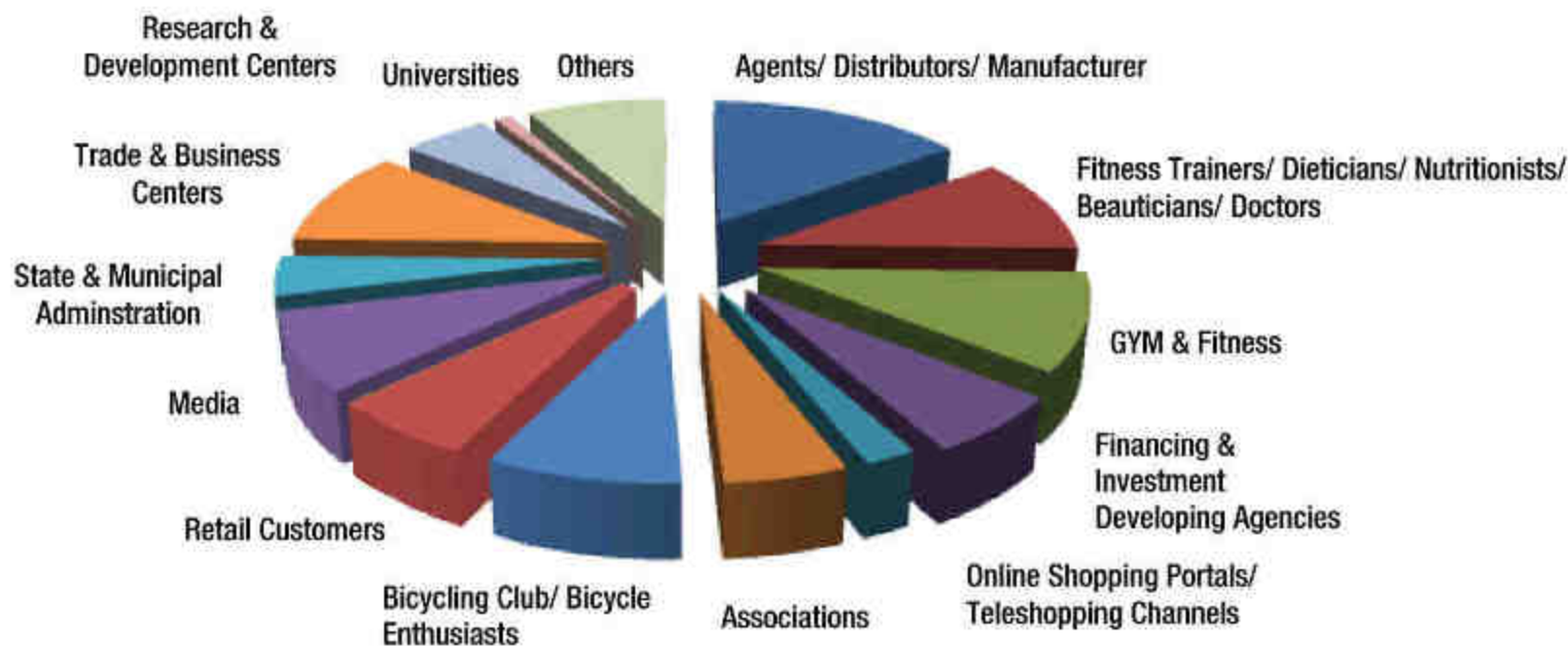
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VISITORS OVERVIEW

Bringing the right people together...

Visitor Profile-

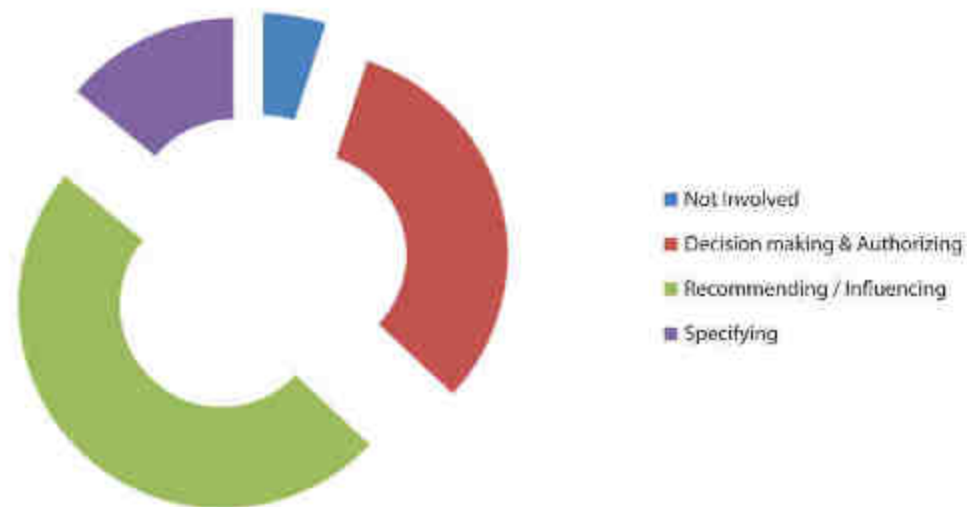


VISITORS OVERVIEW

**PURPOSE OF THE VISITOR-
HEALTH & FITNESS 2019**



VISITORS ROLE IN DECISION MAKING





MEDIA & ADVERTISEMENT- SHOW CAMPAIGNS





PR CAMPAIGNS



আইসিপিবিতে গৃহদামগ্রী পণ্যের প্রদর্শনী শুরু

আইসিপিবিতে গৃহদামগ্রী পণ্যের প্রদর্শনী শুরু

dailyobserver

Exhibition on health begins in Dhaka

The 10th edition of the International Convention City Bangladesh (ICC) is being held in Dhaka from Nov 28 to Dec 1, 2019. The exhibition is the largest of its kind in Bangladesh and is expected to attract thousands of visitors.

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কালের কণ্ঠ

আইসিপিবিতে গৃহদামগ্রী প্রদর্শনী



আইসিপিবিতে গৃহদামগ্রী প্রদর্শনী



Jeong Woon Kim, director general of Korea Trade Investment Promotion Agency, Mahirul Madanz, a singer, and Md. Faruk Alam, managing director of Savex International, open the fourth edition of a three-day 'Health & Fitness 2019' exhibition at International Convention City Bangladesh in Dhaka yesterday.

daily sun



প্রথম আলো



New Nation



প্রথম আলো

২৮ নভেম্বর হেলথ অ্যান্ড ফিটনেস প্রদর্শনী শুরু

আইসিপিবিতে গৃহদামগ্রী পণ্যের প্রদর্শনী শুরু

The Financial Express

Home appliance expo begins

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PR CAMPAIGNS





SPONSORS & PARTNERS

The show wouldn't be delivered without the strong patronization of our sponsors and partners...

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Media Partners





ABOUT THE ORGANIZER

SAVOR International Limited is an exhibition organizer that provides the industry with platforms that bring together buyers and sellers from around the world, through a portfolio of exhibitions, content led conferences & seminars. SAVOR is an interface between Government, business, academia, society and media etc. SAVOR hosts large scale exhibitions and conferences across the country every year; thereby enabling trade across multiple industry verticals.

Backed by an experienced team of professionals, SAVOR's events draw both local and international participants. SAVOR's commitment to ensuring greater mileage for exhibitors and partners is evidenced by the creation of memorable and effective events. SAVOR's events are conceptualized with an innovative mindset that's backed by extensive research and planning whilst tapping on an extensive network of resources.

Besides organizing Exhibitions, SAVOR also works as a full-fledged 'Trade Promotion Agency' assisting Companies expand their Operations and Network in neighbor countries and also Worldwide.



FOLLOW US



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