

“Bangladesh’s Most Complete Medical Technology, Hospital Technology And Pharmaceutical Event!”

Medical Bangladesh 
2021

MEDICAL
EQUIPMENT & TECHNOLOGY

LAB
BANGLADESH

ELDER
CARE



28 29 30 October 2021

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

Jointly Organized By

SAVOR
INTERNATIONAL LIMITED

FIREWORKS
EXHIBITIONS AND CONFERENCES

Associate Partners



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AIN
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Media Partners



Bangladesh Post

SATV



Business
TIMES

Global Alliance



Event Partner



ABOUT THE EVENT

MEDICAL Bangladesh 2021 co-located with (Medical Equipment & Technology 2021, LAB Bangladesh 2021 and Elder Care 2021) is the only specialized medical, dental and pharmaceutical event in Bangladesh that brings together an international congregation of Medical & amp; Healthcare equipment and services, Dental Technology and Pharmaceutical companies and also its supporting industries gathered in Dhaka to showcase the latest developments in the medical, dental and pharmaceutical industry.

HIGHLIGHTS OF THE EVENT

- Pharmaceutical Seminars
- Medical Technology Seminars
- International Healthcare Conference
- Dental Technology Seminars

FACTS OF BANGLADESH'S MEDICAL INDUSTRY

OVERVIEW:

Currently the 57th largest economy in the world, Bangladesh has been making significant socio-economic developments in recent years. Yet, despite improving healthcare indicators such as decline in mortality rates and increase in average life expectancy, the health sector of the country is yet to reach its full potential. Though Bangladesh is one of the ten countries with lowest health expenditure. However, reform policies coupled with innovation and investment by the private sector may translate into rapid rise of this sector. In 2003, the direct contribution of the sector to GDP was \$1.78 billion, increasing to 3.45 billion in 2017. With an annual two-digit growth rate, the Bangladesh pharmaceutical industry is now heading towards export after meeting local demand. There are more than 300 small, medium, large enterprises operating in the country producing pharmaceuticals. The Government of Bangladesh encourages foreign companies to partner with local companies in producing drugs, and high-tech and specialized products. Regulations have eased, allowing foreign companies to export medical products to Bangladesh. Bangladesh offers opportunities for exporters of high-end medical equipment, surgical instruments, diagnostic equipment, and services. Imported medicines and medical devices are subject to customs duties depending on types and classes. Anti-cancer drugs, vaccines, hormonal contraceptives, and others can be imported without any tax. The majority of high quality medical institutions are centered in the capital city of Dhaka and it acts as the hub for medical service dissemination across the country.

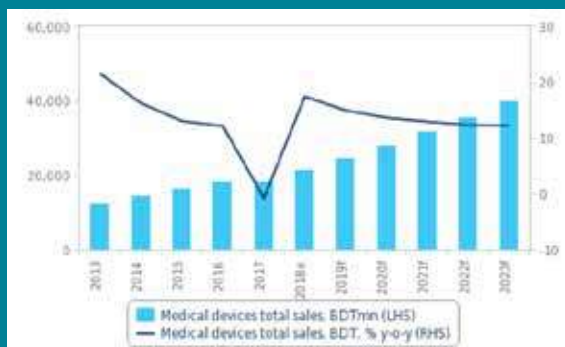
BANGLADESH MEDICAL DEVICE INDUSTRY

The medical device market is projected to grow by a 2018-2023 CAGR of 13.2% in local currency terms, above the previously projected 2018-2023 CAGR of 12.4%, which will take the value to BDT40.3bn (USD426.3mn) by 2023. The market will benefit from robust economic expansion, although this will be constrained by a slowdown in western economies which remain Bangladesh's main export markets and leading source of foreign direct investment.

Market drivers include rising health expenditure, the need to develop healthcare infrastructure, Asian Development Bank funding approved in October 2018 for primary care, and assistance from international aid agencies.

Market barriers include the uneven distribution of healthcare facilities, poor access to health services in rural areas, one of the world's lowest physician/nurse to population ratios, low per capita spending on medical devices, inflation of medical device prices by local suppliers, and limited domestic production, mainly focused on basic consumables.

Exports will grow in 2019 as a modest domestic industry begins to form. Exports decreased by 14.7% y-o-y to USD3.7mn in the three months to November 2018. Over the 12-month period to November 2018, they rose by 15.4% to USD16.3mn.



Source : National Statistics, Fitch Solutions

ABOUT THE ORGANIZERS

“Our Massive Medical and Wellness Industry Experience A Quality Assurance Of Our Events!”



Savor International Limited

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.



Fireworks Trade Media Group

Fireworks Trade Media Group, headquartered and founded in Singapore is a trade exhibitions, trade publications and market intelligence company specializing in the medical industry and more than 30 other industry verticals. Our team is made up of a wealth of 16 years of experience and our company boasting of 14 international offices.

- Medical Philippines	: www.philmedical.com
- Medical Myanmar	: www.Medical-myanmar.com
- ELDEX Asia	: www.eldexasia.com

ACTION PLAN

Event Name	MEDICAL BANGLADESH 2021
Detail	A Comprehensive Showcase Medical, Pharmaceuticals, Dental, Lab & Elder Care Equipment & Technologies.
Concurrent Event	Medical Equipment & Technology 2021, Lab Bangladesh 2021 and Elder Care 2021
Date	28-30 October, 2021
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 9 Million (Approx.)
Official Website	www.savorbd.com

OBJECTIVE OF MEDICAL BANGLADESH 2021

- Creating a Platform where new and innovative Medical technologies can be showcased.
- Promoting Medical, Dental, Pharmaceuticals, Lab and Elder Care products and value-added services as preferred choice for Medical industry 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, consultants, importers about innovation & technological advancement in the lighting industry.
- Creating a platform for technology exchange and unveiling opportunities of business for the exhibitors.

VISITOR INVITATION & GATHERING

- Personalized invitation will be send to BAPI, BPS, BMA, BMNDC, DAB, BSM members, High Officials of Health Ministry, Concern Ministries, Hospitals, Diagnostic Trade Bodies, Chambers of commerce's, Diplomats of different embassies, Medial Consultants and others.
- Shuttle bus services will be provided to gather Medical Students from DMC, SMC, BMC and other Medical Colleges.
- Extensive Promotion in Print, Electronic Online & Social medias to circulate the information of MEDICAL BANGLADESH 2021.
- Exploring the information of the seminars conducted and chaired by both local and International legates and Icons of construction industry and pre-registration of the seminar participation to boost hype.

VISITOR PROFILE

Health Ministry Officials	Dispensing Chemists, Pharmacists
• Hospital Managers and Employees	• Physiotherapists
Doctors (Surgeries and Hospital)	Rehabilitation Organizations, Nursing Homes
• Nursing Officers	• Organizations for the Disabled
Hospital Technicians	Care Services and Self-help Groups
• Biologists, Biochemists, Technicians	and more....

UNIQUE PROPOSITION OF MEDICAL BANGLADESH 2021

- A specialized exhibition targeting Medical and Health Care Industry in Bangladesh which will help to develop the urban and rural health care industry of our country.
- Participation of International companies and organizations of Medical Industry and Delegation from Nepal, Myanmar and other highly prospective countries.
- Interactive seminar by the industry leaders and international envoy about the latest medical technologies and inventions.
- Extensive integrated brand communication for MEDICAL BANGLADESH 2021 to the Market.
- Opportunity to gather knowledge about new Technology and Innovation in Medical and Health Care Industry that may help exhibitors to stand for Tomorrow.
- Personalized invitation card to important and influential visitors.
- Giant LED advertisement in the strategic location through the city.
- Innovative installations in the venue e.g. giant LED Display to play television commercials and informative audio-visuals of the sponsors and participants.

EXHIBIT PROFILE

Medical Technology

- Medical equipment, Diagnostic equipment
- Therapeutic equipment, Life support equipment
- Medical monitoring,
- Alternative medicine Biomedicine
- Health care / Preventive health care
- Rescue and emergency equipment, medical
- Radiobiology, Brain science
- Pathology / forensic medicine
- Physiotherapy / orthopaedic technology
- Equipment and devices for dentistry branches
- Equipment and devices for veterinary medicine
- Packaging / aseptic packaging
- Neurosurgery / spine surgery

Hospitals / Health Centres / Clinics Equipment and Products

- Medical consumables / medical disposables
- Furniture, assemblies and fabrics
- Communication and information technology
- Facility management, Waste management
- Hospital and clinical utilities
- Surgical instruments / suction equipment
- Surgical room equipment, Air purifier
- Surgical / OT lights

Laboratory and Analytical Equipment and Products

- Laboratory technology and equipment Laboratory equipment
- Thermal equipment Mechanical equipment Isolating technology Reaction equipment
- Dosing systems, Accessories
- Gas technology, Safety technology
- Pumps, conveyors and connectors
- Cleaning equipment, Drying equipment
- Supplies and consumables, Vendor products
- Laboratory services, miscellaneous

Analytical Equipment

- Bio analysis, Bio chemical
- Microscopes and imaging
- Analytica instrumentation and systems
- Instruments for physical and chemical analysis

Life sciences, Biotechnology and Diagnostics

- Bio analysis, Biochemical, Bioinformatics
- Equipment for biotechnology
- Diagnostics kits

Measuring and Testing

- Testing and measuring instruments
- Quality control services
- Material testing Temperature tracking

Pharmacy and Dispensary Equipment and Furniture

- Pharmaceutical products
- Equipment for chemists shops, dispensaries and pharmacies
- Facilities for chemists shops, dispensaries and pharmacies

Rehabilitation

- Daily living aids, Household and nutrition
- Physical care and hygiene, Mobility, Communication
- Building and living, Safety and monitoring systems
- Pedagogy, education and further training
- Workplace and occupation
- Physical training, physio- and ergotherapy
- Orthopaedic aids, Nursing and medical care
- Clothing, protective equipment
- Leisure, sports and recreation, Travel Associations, institutions, organisations
- Aids for children

Components

- Production / manufacturing, Materials / substance
- Micro- / nanotechnology, Testing
- Components for medical technology
- Furniture / castor wheels
- Fixtures, Fittings, Medical lighting, Software

Service Provider

- Consulting services, TQM, Education / training
- Specialists literature
- Institutes / academies / associations / services

Hospital Infrastructure

- HVAC and medical gas, OT and clean room partitions
- Building materials and drywalls
- Flooring, ceiling, roofing, doors
- Construction and engineering
- Patient safety and nurse call systems, Special paints
- Catering equipment and services
- Architecture, planners and consultants
- Lighting / electrical fittings
- Emergency medical care and transportation
- Building automation systems
- Storage solutions, Surgical table/OT table

Healthcare IT / Technology

- Telemedicine, 3D printing
- Wearable technology
- Software, Personal healthcare technology
- Wireless health / mobile health

Elder Care Products

Medical Tourism Facilitators

Dental Equipment and Supplies

and more...

IMC PLAN FOR MEDICAL BANGLADESH 2021

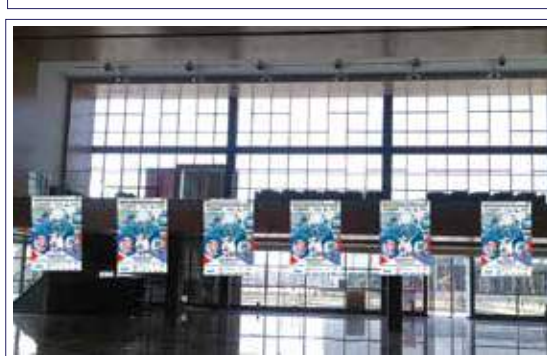
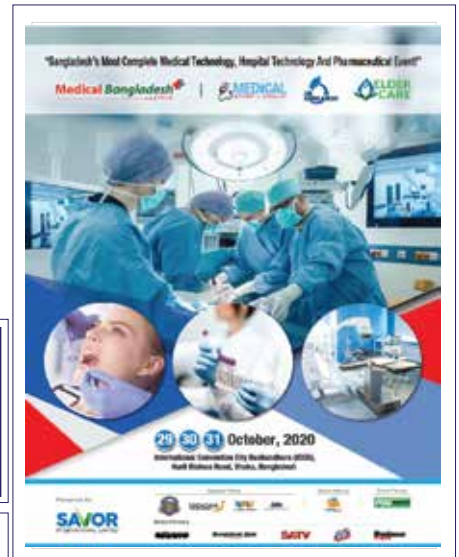
Pre event Promotion:

- Newspaper insertion - in renowned dailies
- Advertisements 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 Bill Boards for in strategic Locations
- Posters
- Invitation Cards for personalized invitation
- Outdoor Communication in LED projections.
- Vehicle branding for the expo.

THE VENUE

International Convention City Bashundhara (ICCB), Dhaka, Bangladesh

Bashundhara Group proudly introduced the largest event space for the first time in Bangladesh named International Convention City Bashundhara (ICCB) in order to adjoin the flexibility in organizing personal, social and internationally standard festivals as well as to develop this service industry to an international height.



POST EVENT PROMOTION:

- News and Media Coverage
- Articles & Media write-ups on Medical Bangladesh 2021



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