

# BIOTEX

BANGLADESH INTERNATIONAL MEDICAL TOURISM EXPO 2020

28 29 30 October 2021

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



Jointly Organized By



Associate Partners



Media Partners



Global Alliance



Event Partner



# OVERVIEW

The concept of medical tourism is all about involving patients who travel from one country to other to receive effective and cost-effective treatment for ailments or diseases. Other than affordable and successful healing, people also look for high-quality care and even better access of treatment. There are some countries which largely depend on Bangladesh for medical tourists and selling health service related equipment.

To cash in on the growing demand from Bangladesh's rising mid-income people, some hospitals of India, Thailand, Singapore and Malaysia have either opened their liaison offices or hooked clients through their consultants in Bangladesh. Some countries are willing to expand their business in Bangladesh for medical tourism. Keeping this study in mind Savor International Ltd initiate BANGLADESH INTERNATIONAL MEDICAL TOURISM EXPO (BIMTEX) as a concurrent exposition of MEDICAL BANGLADESH 2021. It is projected to be the largest platform in the country that brings international medical tourism specialists into direct contact with potential Bangladeshi patients.

# 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.

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|-----------------------|--|
| - Medical Philippines | : <a href="http://www.philmedical.com">www.philmedical.com</a>         |
| - Medical Myanmar     | : <a href="http://www.Medical-myanmar.com">www.Medical-myanmar.com</a> |
| - ELDEX Asia          | : <a href="http://www.eldexasia.com">www.eldexasia.com</a>             |

# OBJECTIVE OF BIMTEX-2021

- Creating a Platform where new and innovative Medical services technologies can be showcased.
- Promoting Medical, Dental, Pharmaceuticals, Lab and Elder Care solutions and value-added services as preferred choice for targeted people 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.
- Creating a platform for service & technology exchange and unveiling opportunities of business for the exhibitors.
- Creating the opportunities to raise the Exhibitors Profile.

# VISITORS PROFILE

Personal Invitation to Chairman, MD, CEOs, other decision makers, investors, consultants and experts from the different industries. Besides people from following professions will be present:

- Patients • Doctors • Nurses • Hospital Administrators • Consultants • Contract Businesses • Hotels & Resorts • Press & Publications • Trade Association or Organizations • Technology & Services • Contractors • General Public • Agents, Healthcare Professionals.

## VISITOR INVITATION & GATHERING

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

## ACTION PLAN

Event Name	BANGLADESH INTERNATIONAL MEDICAL TOURISM EXPO (BIMTEX-2021)
Concurrent Event	Medical Bangladesh 2021, Dental Bangladesh 2021, Lab Bangladesh 2021 and Elder Care 2021
Detail	A Comprehensive Showcase Medical, Pharmaceuticals, Dental, Lab & Elder Care Equipment & Technologies.
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)	9 Million (Approx.)
Official Website	<a href="http://www.savorbd.com">www.savorbd.com</a>

## EXHIBITORS PROFILE

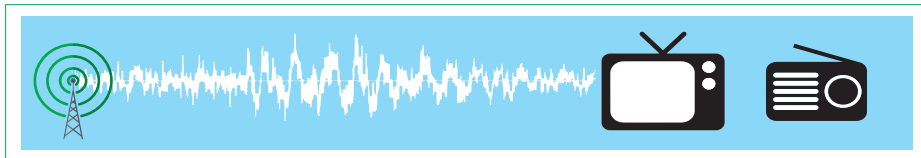
- Specialized Hospitals and Clinics
- Global Healthcare Providers
- Tourism Promotion Boards
- Hotels And Resorts
- Medical Organizations
- Health Departments
- Insurance Companies
- Third Party Administrators
- Travel And Tour Operators
- Medical Tourism Promoters
- Media Centers
- International Institutions For Promotion of Health
- Distributors
- Design
- Technology
- Training Providers
- Colleges & Universities
- Recruitment Specialists
- Learning and Development Advisors
- Research Centers



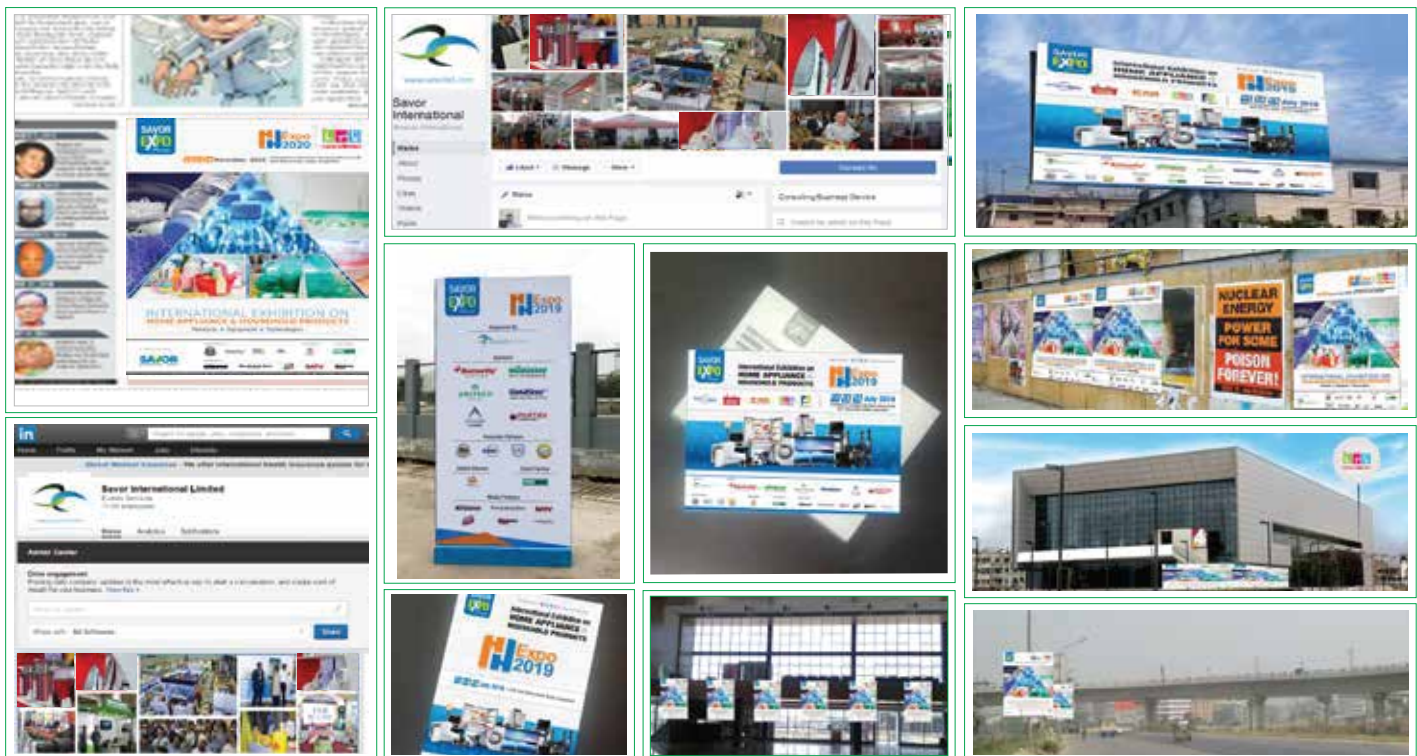
# IMC PLAN FOR BIMTEX-2021

## 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 BIMTEX-2021



## POST EVENT PROMOTION:

- News and Media Coverage
- Article and media write-ups on PBIMTEX-2021

