

# COLD CHAIN BANGLADESH 2021

## AN INTERNATIONAL EXHIBITION ON REFRIGERATION & COLD CHAIN TECHNOLOGIES, EQUIPMENT & METHODS

**28 29 30 October, 2021**

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

COLD STORAGE | COLD TRANSPORT & LOGISTIC | COLD SUPPLY CHAIN



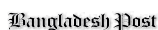
Organized by



Associate Partners



Media Partners



Global Alliance



Event Partner



## INDUSTRY OVERVIEW:

Bangladesh has limited post-harvest storage infrastructure such as cold storages (current capacity 2.4 million MT in 393 cold storages all over the country against the demand of 4.5 million MT).

The shortage contributes to 40 per cent post-harvest losses worth USD 430 million a year- mostly borne by the farmers, also discouraging processors from investment (valued at USD 64 million) while Bangladesh needs at least 6.5 million MT or 1,244 cold storages to strive to reach 10 per cent cold storage infrastructure by 2022. Estimated size of the cold chain market of Bangladesh may be around USD 1.3 Billion. Therefore Bangladesh is going to be one of the largest market for Cold Chain Industry.

## OBJECTIVE:

After the enormous success many international exhibitions Savor International Limited brings to you country's 1st ever International Frozen Food & Cold Chain Exhibition - Cold Chain Bangladesh - 2021 which is going to be the premier destination for innovation, education and B2B networking for the entire refrigeration & cold chain industry. This International exhibition is scheduled to be held from 28- 30 October 2021 in order to fostering the benefit of the entire Cold Chain industry. Cold Chain Bangladesh - 2021 will showcase Fresh & Frozen Seafood, Meat and other frozen and chilled food, Processing Machinery and Equipment, Packaging and Labelling Supplies, Refrigeration logistics & Supplies Machinery, Freight Forwarding and Logistics Services etc.

## OBJECTIVE OF COLD CHAIN BANGLADESH 2021

- Creating a Platform where new and innovative cold chain technology can be showcased.
- Promoting refrigeration, storage, packaging products and value-added services as preferred choice for cold chain 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 IAB, IEB members, ASHRAE, BACE, High Officials of LGED, Concern Ministries, EPB, BSTI, Trade Bodies, BGMEA, BKMEA, Chambers of commerce's, Diplomats of different embassies, Consultants Specially MEP consultants 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 COLD CHAIN 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.

## VISITORS PROFILE

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

- Official experts
- Architects
- consultants
- OEMs
- Security Experts
- Building Engineers
- Developers
- Media
- Trade and Business Centers
- Research and Development Centers
- Universities
- Restaurant, Bar & Club
- Wholesalers & Retailers
- Large & Small Supermarkets
- Facility and Utility Management
- Financing and Investment
- Dealers & Distributors
- Storage, Transport & Logistics Experts
- Catering Services
- Hospital, Hotel & Resort
- Exporters & Importers
- Manufacturers & Processors
- Universities
- Investors and Procuring entity from different industry and other stakeholders etc.



# ACTION PLAN

Event Name	COLD CHAIN BANGLADESH 2021
Detail	A Comprehensive Showcase Refrigeration & Cold Chain Technologies, Equipment & Methods.
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	<a href="http://www.savorbd.com">www.savorbd.com</a>

## EXHIBITORS PROFILE

### FRESH & FROZEN SEAFOOD AND MEAT

- Frozen seafood and meat products
- Processed & Canned Seafood and Meat
- Dried Seafood

### PACKAGING AND LABELLING SUPPLIES

#### PACKAGING MATERIAL

- Plastics wrap
- Carton packaging
- Deep freeze packaging
- Display packages
- Labels and label supply
- Folding boxes
- Vacuum packaging materials

#### PACKAGING EQUIPMENT

- Aseptic packaging equipment
- X-ray scanner
- Vacuum packaging machines and equipment
- Conveyors
- Check weighing devices and equipment
- Carton box packaging
- Barcode technology and RFID technology

#### PACKAGING MACHINERY

- Sealing machines
- Shrink wrapping machines
- Label making machines

### REFRIGERATION SUPPLIES MACHINERY

- Fresh cabinet
- Professional cabinets
- Explosion-proof refrigerator freezer
- Fresh retail equipment
- Temperature control
- Thermal insulation technology
- Humidification & dehumidification
- Low temperature instruments
- Refrigeration boxes
- Ice packs
- Cold packs and other cold storage materials

- Vehicle refrigeration units and components
- Cold storage and refrigerated transportation management systems,
- Cold chain distribution and procurement systems,
- Food safety tracing system;

### PROCESSING EQUIPMENT

- All kinds of cold storage
- Cold storage components and assembled parts
- Refrigeration compressors
- Air coolers
- Ice machine
- Frozen equipment
- Nitrogen machine
- Freeze-drying equipment
- Vacuum freeze-drying technology
- Cooler, Chiller, Freezer
- Blast Chiller
- Cold storage automation technology
- Low temperature freezing
- Pressure pre-cooling, Vacuum cooling
- Pharmaceuticals cold room
- Condenser
- Aluminum pipes
- Pumps and fans
- Testing equipment
- Butcher machines
- Slicing and portioning machines
- Cleaning equipment

### FREIGHT FORWARDING AND LOGISTICS SERVICES

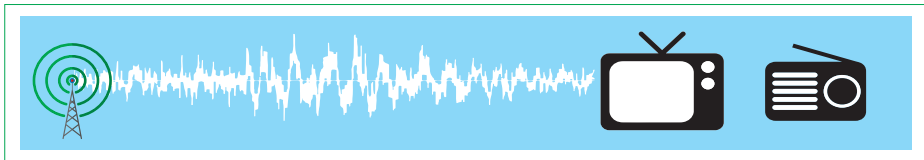
- Rail carriers, Rail transport agent or partner
- Airlines, Air cargo agents
- shipping carriers, shipping agents; combined transport
- Waterage: sea or waterway transport companies or waterway freight agent
- Rail road, highway or rail- sea combined transport
- Refrigerated trucks
- Vehicle refrigeration units and components
- Storage & warehouse



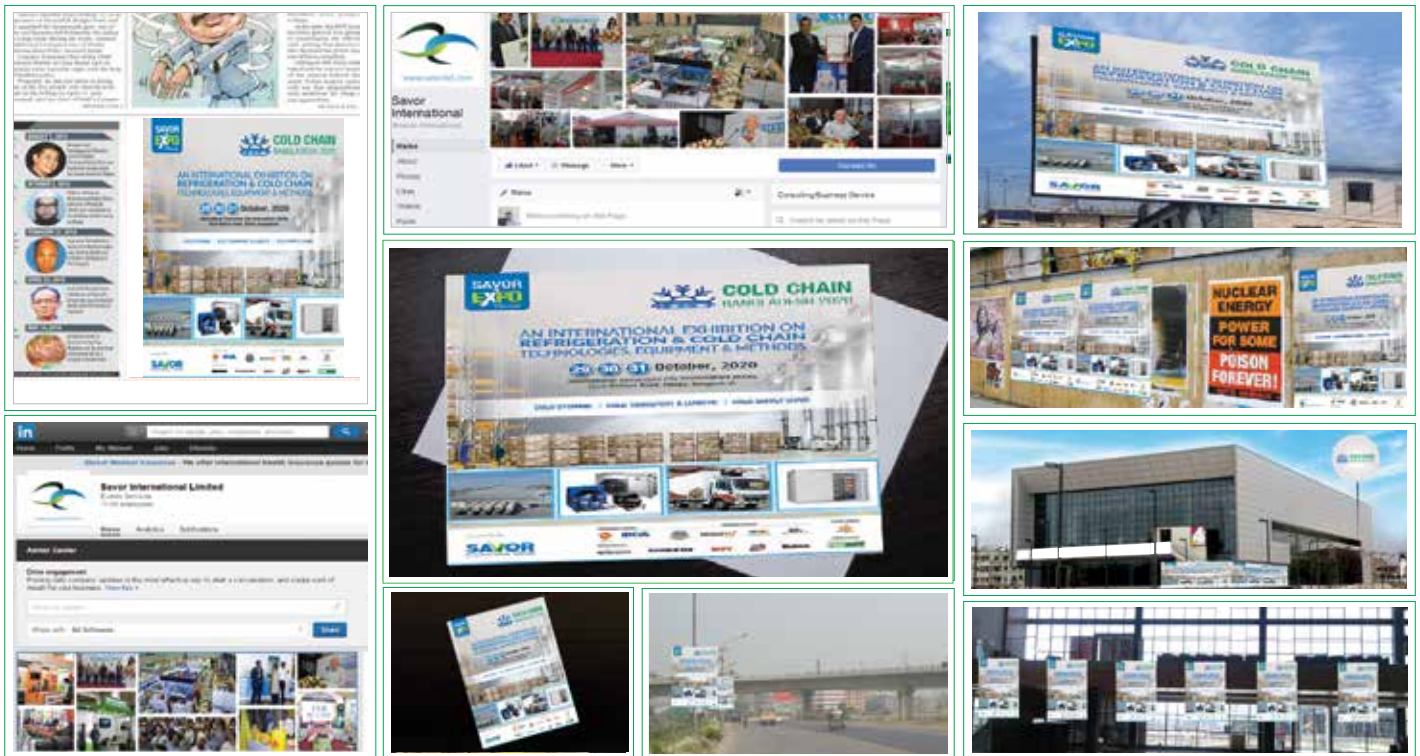
# IMC PLAN FOR COLD CHAIN BANGLADESH 2021

## 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 COLD CHAIN BANGLADESH 2021



## POST EVENT PROMOTION:

- News and Media Coverage
- Article & Media Write-ups on COLD CHAIN BANGLADESH 2021

