

**SAVOR**  
**EXPO**  
*Presents*

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# International Exhibition



Date: **09** **10** **11** December, 2021

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

Organized by

**SAVOR**  
INTERNATIONAL LIMITED

In Association with



**kotra**  
Korea Trade-Investment  
Promotion Agency



Entertainment Partner



Life Style Partner



Media Partners



Bangladesh Post



SATV

Business  
TIMES

Event Partner





## OVERVIEW

Now-days-days both in semi-urban and urban areas in Bangladesh, the demand for diversified need is increasing day by day. Among various needs entertainment plays a very important role. For changing the regular life pattern, for refreshment, for getting the mental peace, people are looking for entertainment where amusement park is one of the balanced solution in terms of money and time. Amusement park is not only a source of entertainment but also a vibrant source of profit for a country.

Tourism is considered as the world's largest and rapid growing industry of modern business world. It has a vital influence on economic development of any country. Bangladesh is full of natural attractive places as well as artificially constructed tourism places. Along with natural beauties, artificial establishments like amusement parks have great impacts on tourism of Bangladesh.

Though the amusement park concept is new in Bangladesh, gradually it is gaining popularity like Western, European and other developed Asian countries. The first amusement park of Bangladesh is recorded to be "Shishu Park" in 1979. Since then, over the years there has been the coming up of very notable high quality amusement parks in Bangladesh. There are endless economic aspects that are associated with the establishment of these parks apart from their notable influence on tourism.

Along with the technological advancement, life pattern has changed drastically whereas very few scope to go somewhere else to enjoy. More, for going to anywhere, sometimes it takes long time to plan or money issues .So, people find the amusement park most effective and worthy to visit and spend time with family and friends . It has found that everyone is fascinated by amusement parks no matter what the age of a person is. Amusement centers provide attractions more elaborate than simple city park or playground. Most of the amusement park are equipped with convention Centre, resort, attractive rides, so people also choose these not as a mode of entertainment also for various purpose i.e education tour, official tour, official meetings, arranging concerts .

Bangladesh government reformed the national tourism policy in 2010. Aims and goals of this policy is to increase employment, ensure economic development, environmental purity and sustainability. The major objective of the policy is to develop Eco-tourism through conservation of natural resources and promote well-being of the community, preservation of cultural values of the local community and their participation and sharing benefits. Government of Bangladesh launched an act of "Protected areas of tourism and special tourism zone. Bangladesh is the country in the region that have the least arrivals and revenue earned from tourism industry. Tourism is going to be one of the most expanding sectors in Bangladesh.

## AMUSEMENT SHOW 2021

Keeping the above study in mind, Savor International is initiating the International Exhibition, in Dhaka, Bangladesh in the name of "AMUSEMENT SHOW 2020". It is going to be the largest platform for International and local manufacturers as well as importers, where they can showcase their products. It's a great opportunity for the international manufacturers to find new dealers and distributors or agent for Bangladesh market.

## Why Exhibit

BRINGING THE WORLD TO YOUR BUSINESS AND UPHOLD HEALTHY & BEAUTIFUL LIFE

- Meet potential business partners, trade buyers, investors and customers
- Generate onsite sales.
- Ideal opportunities for Bangladeshi companies to introduce new products and also establish/widen dealer network.
- Connect with new customers
- Provide an ideal opportunity to existing distributors/retailers to tie up with new international companies
- An ideal opportunity for overseas companies to promote their brand and seek/appoint distributors.
- Know your competitors to keep your competitive edge
- The right place and right time to promote your Brand
- Allow exhibitors to gauge reaction to new products and take consumer feedback.
- Get the chance to shake hands with industry experts, influential decision makers and clients to discuss the next generation solutions





# ACTION PLAN

Event Name	Amusement Show 2021
Detail	An International Exhibition on Indoor & Outdoor Amusement Equipments
Date	9-11 December, 2021 (3 Days)
Location	Dhaka, Bangladesh
Venue	International Conference 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 10 Million (Approx.)
Official Website	www.savorbd.com

## OBJECTIVES

- To provide a platform for all the stakeholders related to Amusement industry so as to showcase their smart and modern amusement products.
- To promote eco-friendly tourism.
- Engaging industry experts and clients to discuss the next generation solutions.
- Raising awareness among engineers, policy makers and clients about technological advancement in amusement industry.
- Engaging roll out innovations and new technologies for domestic market.
- Initiating a strategic relationship and partnership with key industry players, foreign and local entrepreneurs, solution providers and policy makers

## EXHIBITORS PROFILE

- Academic: Engineers & Professors
- Amusement parks
- Amusement rides manufacturers
- Eco-parks
- Safari Parks
- Holiday Resorts
- Amusement Resorts

- Design Institutions
- Children Theme Parks
- Health Club and Fitness Centers
- Amusement boat manufacturers
- Water Sports
- Tourism
- and many more...

## VISITORS PROFILE

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

- Businessmen
- Project Developers
- CEO's & Operation / Production Managers from ALL Industry sectors of Bangladesh
- Consultancy and Engineering Services
- Contractors
- Top Executives
- Research and Development Centers
- Architecture and Construction
- Universities
- Park & Resort Designer
- Amusement Park Owner

- Facility and Utility Management
- Financing and Investment
- Automation
- Urban Planning
- Rural Planning
- Traders from all sectors of the Industry
- Trade and Business Centers
- Schools, Colleges & Universities
- Manufacturers, Importers & Exporters
- Government Agencies
- Holiday Resort Owners
- Intertainment Agency
- Media and more...

## ACTIVITY

**Day 1:** a) Business Hour

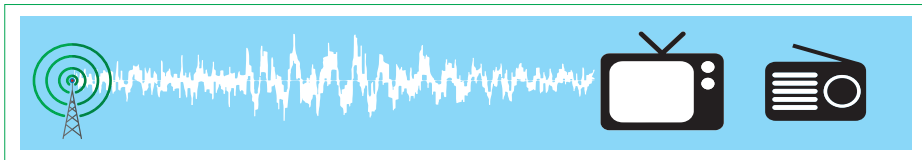
**Day 2:** a) A Session with BDCyclist  
b) Fashion Show

**Day 3:** a) Dialogue on Health & Safety  
b) Power Lifting Contest

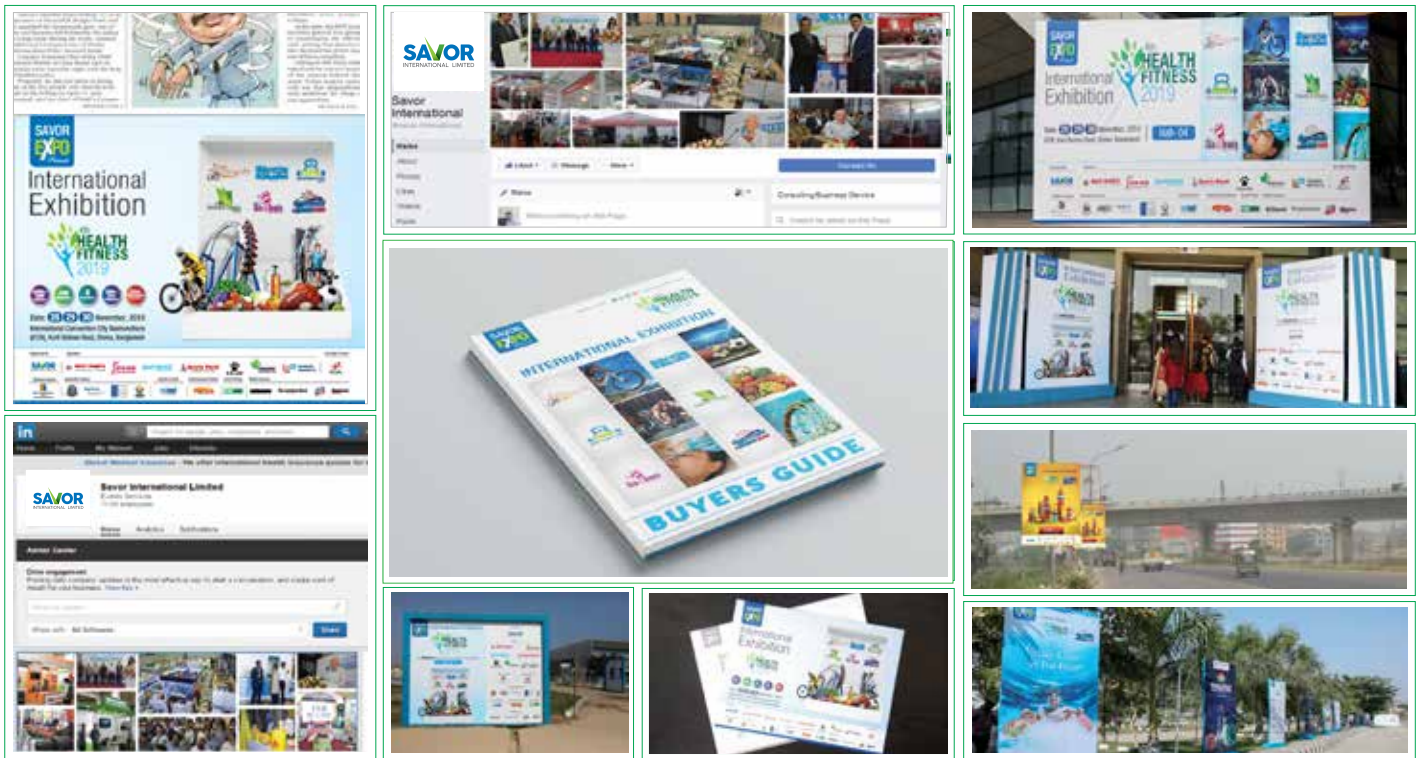
# IMC PLAN FOR AMUSEMENT SHOW

## 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 HEALTH & FITNESS 2021



## POST EVENT PROMOTION:

- News and Media Coverage
- Article & Media Write-ups on HEALTH & FITNESS 2021

