

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



In Association with



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OVERVIEW

A growing consciousness is sweeping the country. The concern for the environment is forcing less-polluting measures and bicycling as a mode of alternate transport is fast emerging as a popular option. The need for greater fitness is creating a movement towards cycling as a regular means of keeping fit. The market has seen an upward trend in customers due to an increased interest in leisure cycling like weekend biking and mountain biking. The Bangladeshi customers are now aware of developments in the international cycle industry and are demanding bicycles with world class features and accessories.

Bangladesh manufacturers riding on lower labour costs at home and growing demand for bicycles internationally have become the third largest exporter of the item in the world.

The domestic market of bicycles is also looking up following the rise in demand for the same, particularly among young population, industry insiders said.

The bicycle industry has experienced tremendous growth in the recent years. This expansion can be traced to two factors. Firstly, bicycles provide a quick and easy way around the unbearable traffic jam in major cities. Secondly, the rise of some community groups, like BD Cyclists, has specially contributed to transforming riding a bicycle into a trend.

It might not be apparent initially, but a cycling revolution is quietly underway in Dhaka and other major cities in the country for the past couple of years. This new revolution is turning out to be good for business, driving the creation of a new supply chain for bicycles and accessories as more commuters take to two wheels. The market has seen an upward trend in customers due to an increased interest in leisure cycling like weekend biking and mountain biking. It is a good time to start bicycle business in Bangladesh.

SO GEAR UP FOR NEW BUSINESS OPPORTUNITIES...

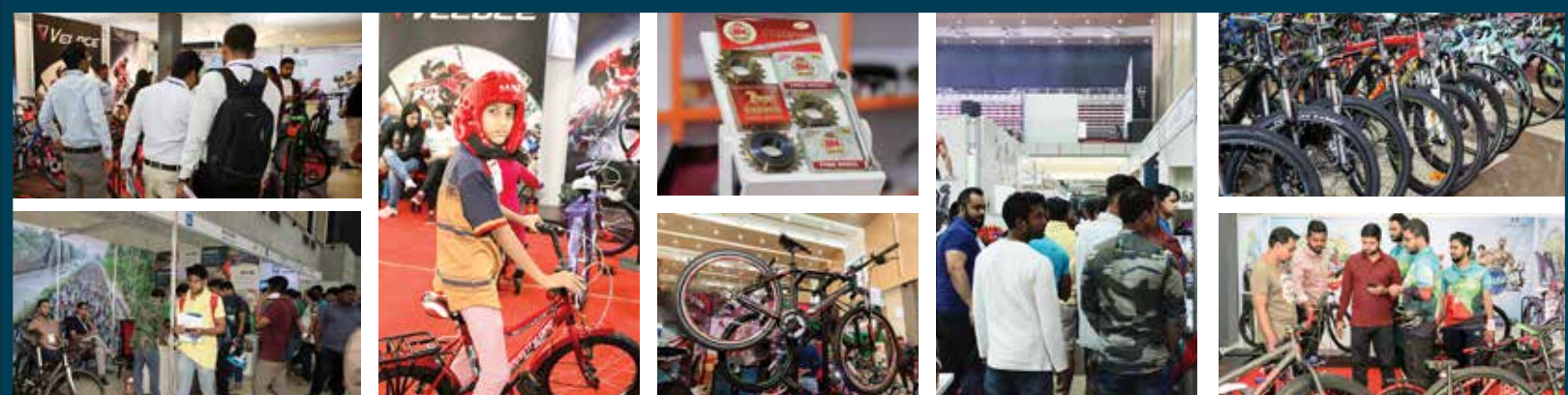
BICYCLE SHOW 2021

Keeping the above study in mind, Savor International is initiating the International bicycle Exhibition in Dhaka, Bangladesh in the name of "Bicycle Show 2021". It is going to be the largest platform for local manufacturers, where they can showcase their products. It is also 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

- Be the part of Country's largest Bicycle Exhibition.
- Meet potential business partners, trade buyers, investors and customers
- Make the Direct Sales at the Expo.
- Ideal opportunity for the Bangladeshi companies to introduce new products and also establish/widen dealer network.
- 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 product 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	Bicycle Show 2021
Detail	An International Exhibition on Bicycle products
Date	9-11 December, 2021 (3 Days)
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 10 Million (Approx.)
Official Website	www.savorbd.com

OBJECTIVES

- To provide a platform for all the stakeholders related to Bicycle industry so as to showcase their smart products
- Ideal opportunities for Bangladeshi 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.
- To initiate a strategic relationship and partnership with key industry players, foreign buyers and solution providers and policy makers
- To motivate people for healthy and beautiful life style.

EXHIBITORS PROFILE

- Bicycles
- Tricycles
- E-bikes
- Bicycle Parts & Comp.
- Bicycle Accessories
- Cycling Gears

- Bicycle Tools
- Tyres & Tubes
- Bicycle Machinery
- Industrial Paints & Chemicals
- Indoor Cycles
- Mountain Bike

VISITORS PROFILE

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

- Distributors, Retailers
- Dealers of Imported Products
- Sports Goods Retail Stores / Chains, Institutional Buyers
- Cycling Clubs
- Software & MNC Office campuses / Gated Communities
- Online Shopping Portals
- Bicycle Enthusiasts - Looking for a business opportunity
- Bicycle Enthusiasts - Looking for their ultimate bike
- Owners, Directors & Consultants of cycling clubs
- Wellness Studios

- Managers/Administrators of Public Sports Facilities
- Athletic Federations
- Sports Associations
- Universities
- Schools & Colleges
- Dealers/Distributors/Resellers/Importers
- Media/press and more

ACTIVITY

Day 1: a) Business Hour

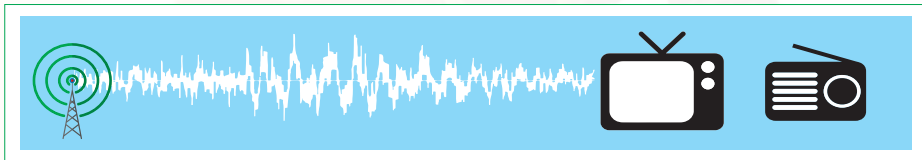
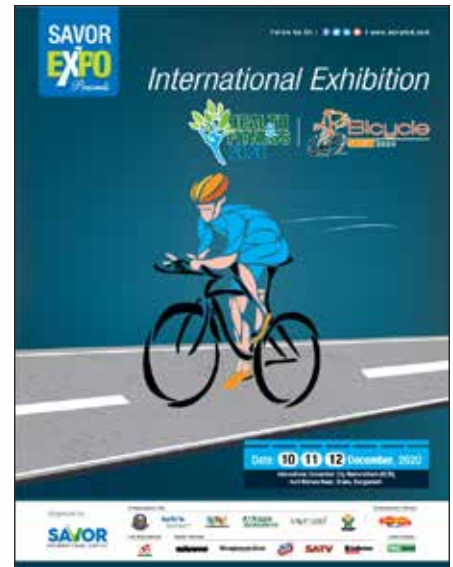
Day 2: a) A Session with BDCyclist
b) Fashion Show

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

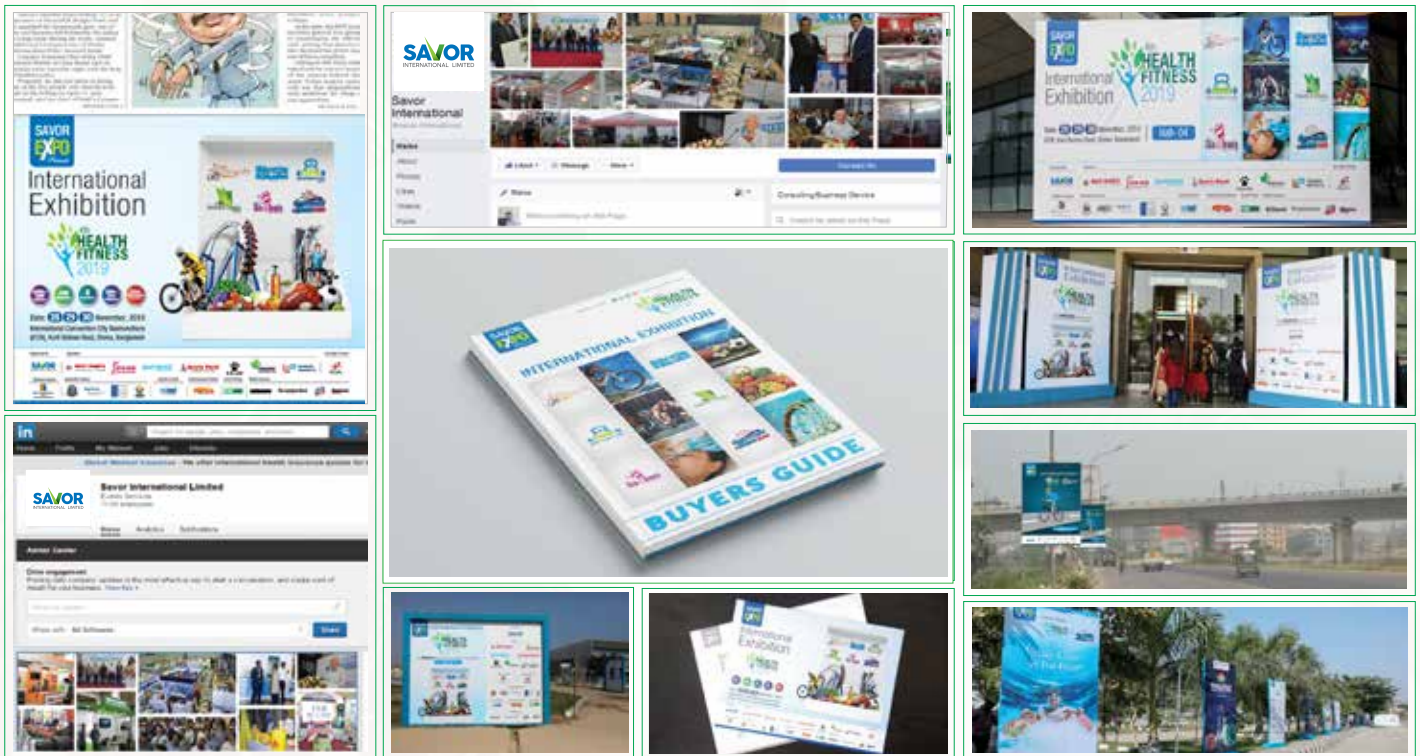
IMC PLAN FOR BICYCLE SHOW

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

