



# INTERNATIONAL EXHIBITION ON HOME APPLIANCE & HOUSEHOLD PRODUCTS

Products • Equipment • Technologies



**09/10/11** December, 2021  
International Convention City Bashundhara (ICCB)  
Kuril Bishwa Road, Dhaka, Bangladesh



In Association with

Organized by



Global Alliance



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## BACKGROUND

Bangladesh is experiencing a steady economic growth which has fueled a huge demand for various household products. The Bangladeshi economy is significantly helped household sector, which contributes more than 13% of the country's trade. Bangladesh has experienced a growth rate of 5% since 1990. Added to this Bangladesh has a young population with ever increasing income levels who are trendy and demands premium services to cater to their needs. The young populations of the country are highly globalized in terms of thoughts, needs, and choices.

Electronic goods/appliances market in Bangladesh has an outstanding potentiality to grow. In domestic or households sector the electronic appliances has become a need rather than a want. With the acceleration of economic activities, the investment from local and abroad has enhanced greatly. As a result the number of business entities has increased to a great extent.

Thus it is a large growing market of more than 6 billion dollar. The evidence of economic performance shows that it could grow up to 1.25 billion by the next decade. Keeping this study in mind Savor International is initiating this Country's only International Exhibition on Electronics Home Appliance. This exhibition will cover all electronics appliances widely used in domestic and consumer level.

## OBJECTIVE OF ELECTRONICS APPLIANCE EXPO 2021

- Creating a Platform where Electronics Home Appliance & Household materials can be showcased.
- Promoting Electronics Home Appliance & Household products and value-added services as preferred choice for consumer & domestic sector 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, policymakers about innovation & technological advancement in the related industry.
- Creating a platform for technology exchange and unveiling opportunities of business for the exhibitors.

## Home Appliance & House Hold Exhibition Advantage

- A truly international platform, Electronics Appliance Expo, is positioned as a strategic converging event for manufacturers from all over the world who would like to showcase their products to Bangladesh's top importers, trading houses, agents and distributors, e-retailers, chain stores, etc. to be an integral part of the growing consumer boom in Bangladesh.
- The Exhibition invites you to participate in international country pavilions, launch your latest products & innovations and expand your business network into Bangladesh – one of the world's fastest growing consumer markets.
- Expo presents the latest products and innovations in the capital city of Bangladesh. It offers a comprehensive overview of the international market to attract the attention of large numbers of trade visitors from across the region.
- It has been created as a complete B2B & B2C show for the consumer electronics industry, presenting a complete sourcing, manufacturing and production solution show to the South Asian industry. It brings together top quality manufacturers and serious buyers from across South Asia and the rest of the world under one roof.

**Exhibit in Electronic Home Appliance Expo. – The World's Meeting Place for the Electronics, Appliance and Household Industry.**

## Visitors Profile

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

- Architecture and interior • Business Owners • Dealers and Distributors • Consultancy and Engineering Services • Facility and Utility Management • Financing and Investment • IT & Telecommunication • Automation, Electronics Engineering • Lighting industry • Urban Planning • Rural Planning • Developing Agencies & programs • Media • State and Municipal Administration • Transport and Logistics • Trade and Business Centers • Research and Development Centers • Universities • Community Club Members • General Visitors etc.

## Visitor Invitation & Gathering:

- Personalized invitation will be sent to IAB, IEB members, Concern Ministries, EPB, BSTI, Trade Bodies, Diplomats of different embassies, Corporates, Dealers, associations 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 Electronic Home Appliance Expo' 2020. • Activation in super markets & other strategic point. • Exploring the information of the seminars conducted and chaired by both local and International delegates and Icons of Home Appliance industry and pre-registration of the seminar participants to boost hype.

## EMM - Electronics Manufacturing Machineries Expo

Electronics Manufacturing Machineries Expo (EMM) is the only Electronics Manufacturing and Assembly Technology and Equipment event in Bangladesh that brings together and international congregation of chip manufacturers, semiconductors manufacturers, SKD and CKD Lines, equipment manufacturers and suppliers under a single roof to showcase their latest development in the industry.

Since 1990, advanced products like computers, cordless telephones, satellite TV signal receiving equipment etc. started to be assembled and some spare parts also began to be manufactured. By this time, a number of multinational companies have set up assembly and manufacturing plants in the country. Local companies in joint collaboration with foreign companies have established assembly and manufacturing plants. At present the total number of such companies is more than sixty. Since 1994, after Bangladesh's integration into the free market agreement, all kinds of commodities including electronic products began to be imported freely, which created a competitive environment. By the 2000s, local companies began to export locally manufactured electronic home appliances abroad and now this market expanding rapidly. For this growing market EMM Expo is a requirement and a potential market Electronics Manufacturing companies.

### Visitors Profile:

- Consumer Electronics & Household Appliance Manufacturers
- Computer Manufacturers System & Peripheral Equipment Manufacturers
- Communications Systems Manufacturers
- Automobile Electronics Manufacturers
- Control, Safety & Test Equipment Manufacturers
- Medical Equipment Manufacturers
- ODM
- EMS
- LED Product Manufacturers
- PCB manufacturing
- IC manufacturing
- LED manufacturing
- IC Packaging
- Solar cells and modules manufacturing
- Touch Panel/LCD manufacturing



### ACTION PLAN

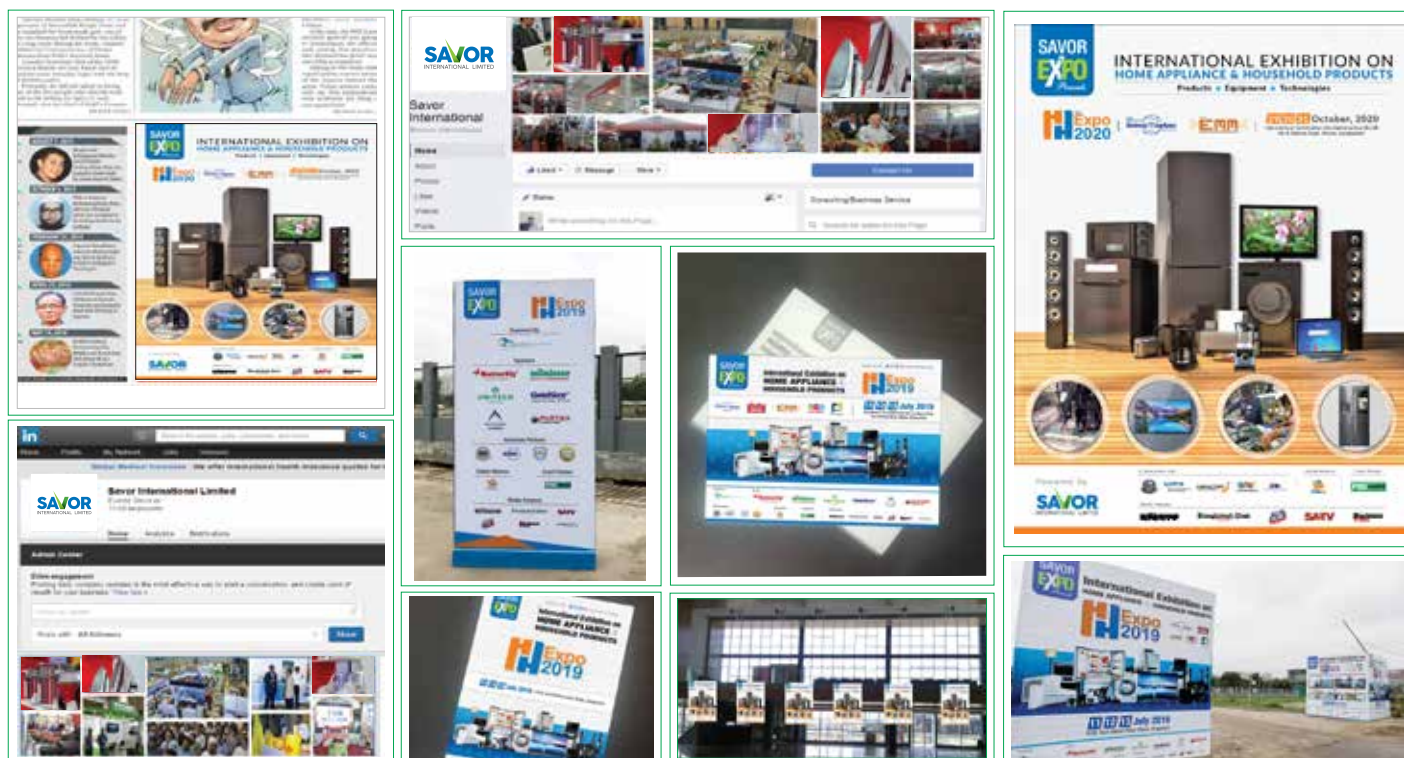
Event Name	Electronic Appliance Expo' 2021
Concurrent Event	Plastic Household Products, Home Décor, Kitchen Solutions
Detail	A premium Exhibition on Electronic Appliances & Electronic Machineries Manufacturing Equipment
Date	9-11 December, 2021
Location	Dhaka, Bangladesh
Venue	International Convention 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.savor-hhexpo.com">www.savor-hhexpo.com</a>

## Exhibitors Profile

- Electronics & Home Appliance.
- Air Conditioning & Refrigeration
- Television
- Oven
- Home Electronics
- Bath & Sanitation
- HVAC
- Humidifier
- Fan, light
- Domestic Robot
- Water Purifier
- Domestic Water cleaning System.
- Batteries, UPS/Inverters & Generators
- LED Manufacturing Technology
- Energy Conservation Products
- Electronic Parts Manufacturing Machineries
- Hardware & Fittings
- Fire & Safety Automation
- PCB Boards Manufacturing Machineries
- Kitchen Technologies
- Smart Kitchen Products
- PCB Printing Technology
- Solar & Renewable Energy Products
- Electronic Products Manufacturing Machineries
- Turnkey Consultancy
- Electrical Installation & Electronic Equipment
- Bank & Financial Institution
- SKD & CKD Lines Manufactures
- Appliance Manufacturing Solutions
- Dish Washer
- Blenders and Juicer
- Chiller
- Fridger
- Fitness Appliances

and many more ...

## SCOPE OF BRANDING AND PROMOTION OF ELECTRONIC HOME APPLIANCE EXPO 2021



## POST EVENT PROMOTION:

- News and Media Coverage
- Article & Media Write-ups on IMC PLAN FOR ELECTRONIC HOME APPLIANCE EXPO 2021

