



09/10/11 December, 2021

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



INTERNATIONAL EXHIBITION ON HOME APPLIANCE & HOUSEHOLD PRODUCTS

Products • Equipment • Technologies

Organized by



In Association with



KOTRA Korea Trade-Investment Promotion Agency



FIREWORKS EXHIBING AND CONFERENCE



AIM World Association of Importers

Global Alliance



Event Partner



Media Partners



Bangladesh Post



SATV

Business TIMES

BACKGROUND

Bangladesh is experiencing a steady economic growth which has fueled a huge demand for various household products. Plastic is an engineered material used to manufacture a wide variety of products to meet the domestic demand in Bangladesh as well as some products are exported. The plastic industry has emerged as an important industrial sector in the country during the last two decades. At present there are 3,000 plastic manufacturing units, 98% of which belong to the Small-Medium Enterprises (SMEs). Domestic market size is Tk 7,000 crore. Per capita consumption of plastics in Bangladesh is 5 kg per year. The plastic sector constitutes 1% of GDP and provides employment for half a million people. An in-depth study of the plastic sector reveals multi-dimensional constraints and an excellent prospect for future growth.

Plastic Household Expo offers you the opportunity to see first-hand consumer lifestyle and plastic product trends for all areas of the home, both inside and out, under one roof. This exhibition will be a unique platform for developing intra-regional relationships and promoting the unexplored horizons of this vast & multifaceted retail industry of Bangladesh. The collection of products at the exhibition will be new products and innovative designs. This expo will also be enriched by trendy and new innovative plastic product from different parts of the globe.

Keeping this study in mind Savor International is initiating the Country's First International Exhibition on Plastic Household Products. This exhibition will cover all plastic products widely used in domestic and consumer level. The Expo will feature Plastic Molded Products, Household Products, Biodegradable Plastic Shopping Bags, Shelving, Plastic Pallets, Infrastructure Pipes, Plumbing System, Gift Items, Home Decoration Products and more...

OBJECTIVE OF PLASTIC HOUSEHOLD EXPO 2021

- Creating a Platform where Plastic Household products can be showcased.
- Promoting Plastic Household products and value-added services as the preferred choice for the domestic to corporate 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, policy makers about innovation & technological advancement in the related industry.
- Creating a platform for technology exchange and unveiling opportunities of business for the exhibitors.

Plastic Household Exhibition Advantage

- A truly international platform, Plastic Household 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.

Visit Plastic Household Expo. – The World's Meeting Place for the Plastic 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 • Brand & Product managers from Advertising agencies • Boutiques • Decision makers from Pharma, Software, FMCG & other sectors • Department stores • Distributors & Agents • Duty free & Travel • Retailers • Event Companies • Gift industry professionals • Government Agency buyers • Home & lifestyle stores • Hospitality Sector • Independent Retailers • Media, Promotions & Marketing Agencies • Multinational corporates • Specialist retailers • Supermarkets • Overseas Buyers • Universities • Schools • Colleges • General Visitors • Hospitals • Food Processing • General Visitors • Wholesalers & importers & many more

VISITOR INVITATION & GATHERING

- Personalized invitation will be sent to Concern Ministries, EPB, BSTI, Trade Bodies, Diplomats of different embassies, Corporates, Dealers, Hospitals, Schools, Colleges, Universities, 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 media to circulate the information of Plastic Household Expo 2021.
- 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 Plastic Household and pre-registration of the seminar participants to boost hype.

ACTION PLAN

Event Name	Plastic Household Expo' 2021
Concurrent Event	Kitchen Solutions, Home Appliance, Home Décor
Detail	A premium Exhibition on Plastic Household
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	www.savor-hhexpo.com

EXHIBITORS PROFILE

Disposable Products

- Biodegradable Plastic Shopping Bags
- Shelving
- Plastic Pallets
- Plumbing System
- Gift Items
- Home Decoration Products

Molded Products

- Insulated Containers
- Plastic Furniture
- Luggage
- Crates

Household Products

- Tableware

Storage Units

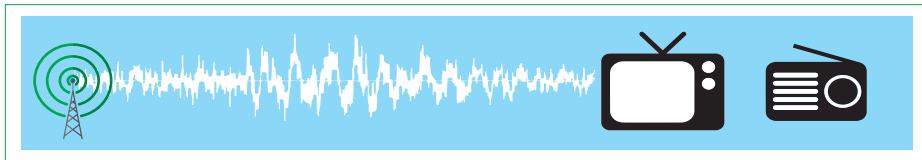
- Household
- Round Basins
- Ezy Pack
- Jugs
- Insulated Water Jug
- Trays
- Dish Drainers
- Picnic Baskets
- Storage Boxes
- Deep Basins
- Square Basins
- Cleaning Devices
- Drums with Lid
- Vegetable Rack

and many more...

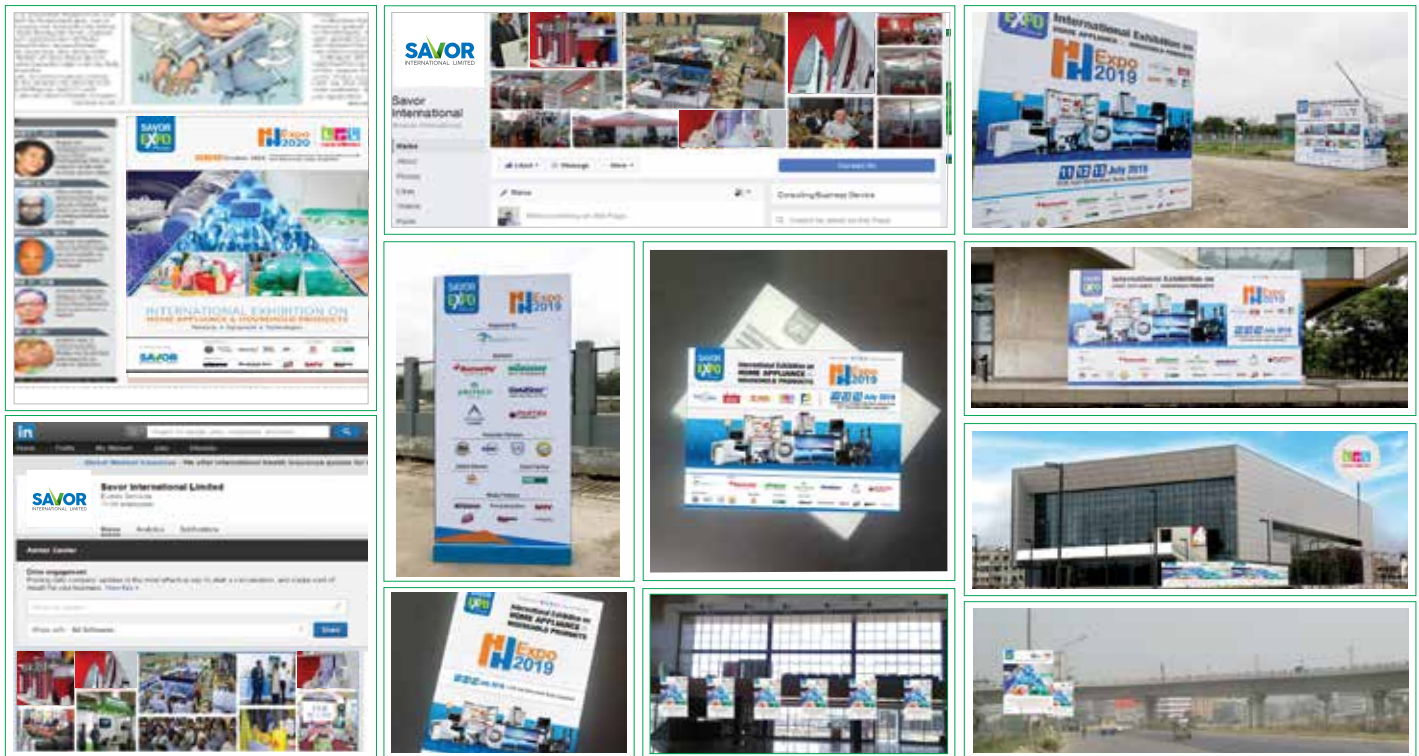
IMC PLAN FOR PLASTIC HOUSEHOLD EXPO.

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 PLASTIC HOUSEHOLD EXPO 2021



POST EVENT PROMOTION:

- News and Media Coverage
- Article and media write-ups on Plastic Household Expo' 2021

