

**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



**SPORTSERA™**  
International Sports Event System



Entertainment Partner



Life Style Partner



Media Partners



**Bangladesh Post**



**SATV**

**Business TIMES**

Event Partner



# OVERVIEW

Skin is one of the largest organs of the body. Because of this, caring for your skin can directly affect your overall health. While considering the external beauty – the first thing we have to count, that is Beautifying the Skin. Humans who look relatively young with smooth skin have traditionally been considered the most beautiful throughout history. We all spend a lot of time and money on skincare as we have access to advanced products that help us hide our imperfections and enhance our beauty. For a long time, different cosmetics and skincare products are being used to keep our skin healthy, smooth and glowing. Simultaneously, the beneficial potential of herbs and plants are being used to support the healing functions of the body and to promote health. The use of botanicals as infusions, syrups, dietary supplement, lotions, creams, compressions, oils, and powder is commonly accepted as complementary or alternative medicine in the healing, calming or stimulating of the body. In this journey of beauty, lots of local and international companies related to skincare and beauty industry are coming under a single roof along with their latest products, methods and services. Among the throng of visitors, industry professionals and trade buyers, dermatologists, beauty enthusiasts, beauty therapists, plenty of potential customers and partners, all eager to discover the skincare & beauty industry's newest and best from both domestic and international exhibitors. The trade show is dedicated to the various sectors of the beauty industry inclusive of skincare products, cosmetics, laser treatment, herbal skincare, herbal cosmetics & personal care, beauty clinic and slimming centers, modern beauty concepts, parlors & gyms, natural cosmetic ingredients, cosmetic packaging & ingredients etc.

SO GEAR UP FOR NEW BUSINESS POSSIBILITIES...

# SKIN & BEAUTY EXPO 2021

To serve the best to skincare & beauty industry & enthusiasts, Savor International has initiated the International skincare & beauty product Exhibition at Dhaka, Bangladesh in the name of "Skin & Beauty EXPO 2021". It is going to be the largest platform of related industry for local manufacturers, where they can showcase their products as well as 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
- Make the Direct Sales at the Expo.
- Ideal opportunities for Bangladeshi companies to introduce new products and also establish/widen dealer network.
- Provide an ideal opportunity to existing distributors/retailers to tie up with new international companies
- Exchange of Innovation & Technology
- 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



Event Name	Skin & Beauty Show 2021
Detail	An International Exhibition on Skin & Beauty Products
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 Skincare & Beauty industry so as to showcase their smart products
- Ideal opportunities for Bangladesh companies to introduce new products and also establish/widen dealer network.
- To provide an ideal opportunity to existing distributors/retailors to tie up with new international companies.
- Showcase products, brand, methods 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

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Skincare Products &amp; Cosmetics</li> <li>• Anti-aging Products and Technologies</li> <li>• Leaser Treatment and Beauty clinics</li> <li>• Slimming Centers &amp; Gym</li> <li>• Raw Material Suppliers</li> <li>• Raw Material Growers</li> <li>• Beauty &amp; Hair Salon Products &amp; Equipment</li> <li>• Parlors, Gym and other service providers</li> <li>• Traders &amp; Retailers</li> <li>• Investor / Policy Makers</li> <li>• Researchers &amp; Education Institutions</li> </ul> | <ul style="list-style-type: none"> <li>• Spas &amp; Health / Lifestyle Companies</li> <li>• Marketing &amp; Direct-selling Companies</li> <li>• Relevant Government Agencies</li> <li>• Industry Related Business</li> <li>• Herbal beauty products</li> <li>• Slimming products</li> <li>• Cosmetic Packaging</li> <li>• Herbal Cosmetic ingredients</li> <li>• Skincare and beauty products Dealer, Distributors and Importers.</li> </ul> |
|---|--|

## VISITORS PROFILE

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

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Distributors, Retailers</li> <li>• Doctors, specially dermatologist</li> <li>• Dealers of Imported Products</li> <li>• Dealers/Distributors/Resellers/Importers</li> <li>• Skincare and beauty Therapist &amp; Professionals</li> <li>• Perfume Manufacturers</li> <li>• Quality &amp; Safety Control</li> <li>• Formulation Scientists for Cosmetics &amp; Personal Care</li> <li>• Research Institutions &amp; Associations</li> <li>• Regulatory Bodies for Cosmetics, Personal</li> <li>• Care and food industry</li> <li>• Private Label &amp; Contract Manufactures for Cosmetics &amp; Personal Care</li> </ul> | <ul style="list-style-type: none"> <li>• Health &amp; Safety monitoring companies of the cosmetic &amp; Personal Care industry</li> <li>• Distributors, Wholesalers, Agents, Importers, Exporters</li> <li>• Trade Publications, Associations, Government bodies</li> <li>• Online Shopping Portals</li> <li>• Universities, Schools &amp; Colleges</li> <li>• Doctors, Dermatologists</li> <li>• General Public</li> <li>• Products Manufacturers &amp; Distributors of Personal care, home care sectors, Nutraceuticals, functional foods, sports nutrition</li> <li>• Media/press and more...</li> </ul> |
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## ACTIVITY

**Day 1:** a) Business Hour

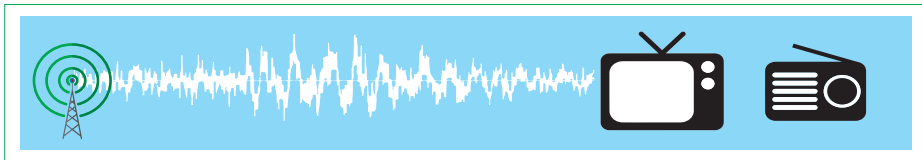
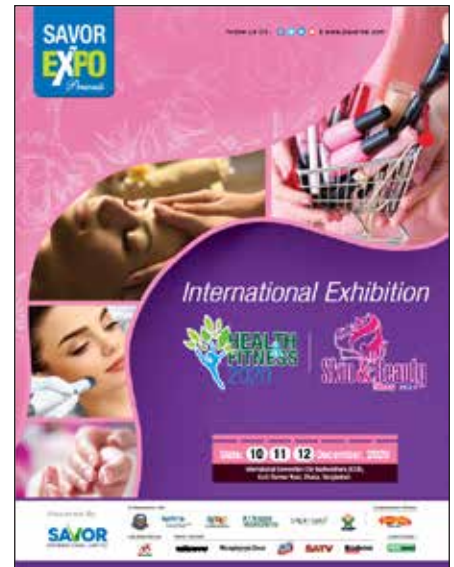
**Day 2:** a) A Session with BDCyclist  
b) Fashion Show

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

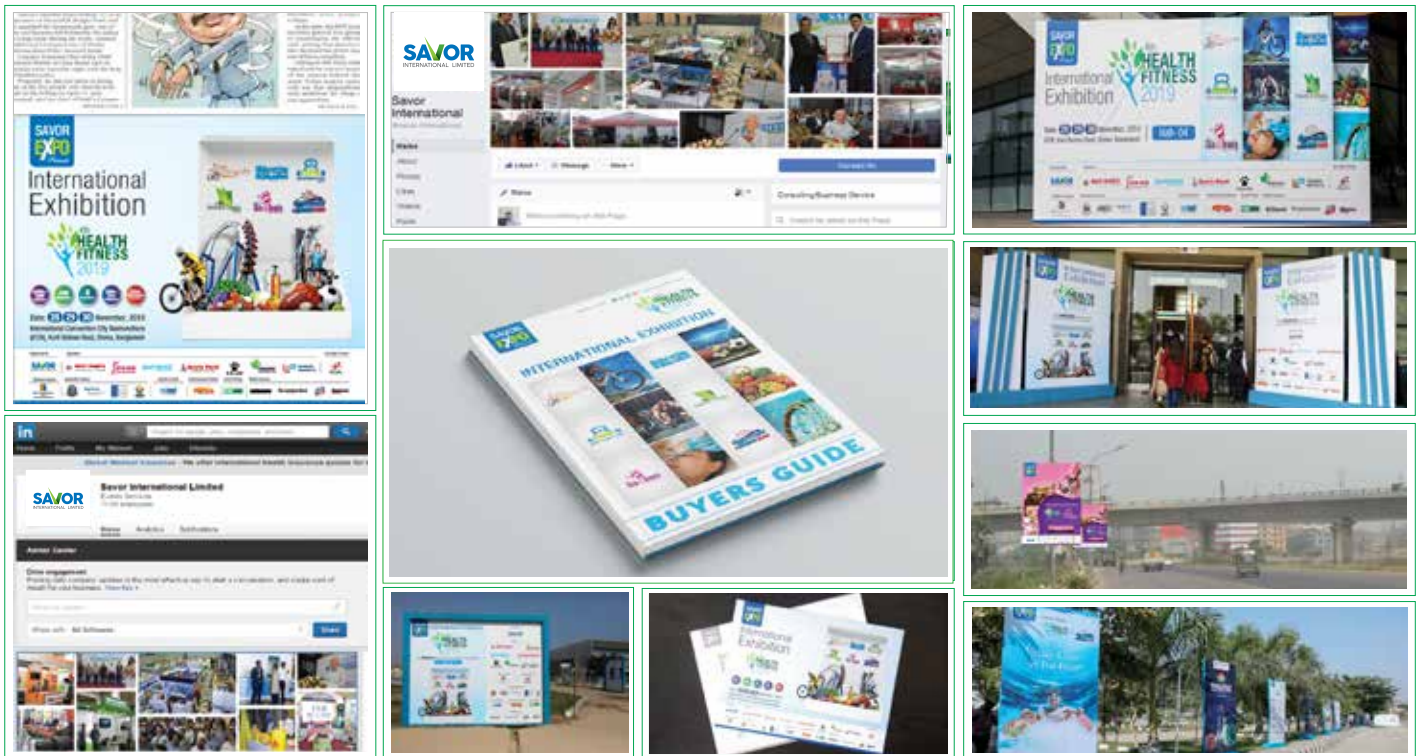
# IMC PLAN FOR SKIN & BEAUTY EXPO

## 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 HEALTH & FITNESS 2021



## POST EVENT PROMOTION:

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

