

SAVOR
EXPO
Presents

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International Exhibition



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

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

Organized by

SAVOR
INTERNATIONAL LIMITED

In Association with



kotra
Korea Trade-Investment
Promotion Agency



SPORTSERA™
International Sports Equipment



Entertainment Partner



Life Style Partner



Media Partners



Bangladesh Post



SATV

Business TIMES

Event Partner



OVERVIEW

A person who is healthy & fit is capable of living life to its fullest extent. Physical and mental wellbeing plays very important roles in our lives and people who are both, physically and mentally well are less prone to medical conditions as well.

Maintaining health is a continued process shaped by both knowledge of health care issues as well as various practices. It is well-known that health can be maintained not only through the advancement and application of health science, but also through the efforts and intelligent lifestyle choices of the individual and society.

Thus workout & sports is a must for those who want to be fit. The expo aims to showcase all the workout & sports equipment targeting gyms, health clubs, sports-clubs, whole salers, manufacturers of sports goods & physical fitness equipment, sports persons, sportswear, educational & health institutes, sports/health clubs and associations etc. to create the business opportunity of all the importers and manufacturers. For this, the expo aims to show their new products, find dealers and users. International companies also can meet the importers, distributors and whole salers under a single roof.

SO GET READY FOR NEW BUSINESS OPPORTUNITIES...



SPORTS & WORKOUT EQUIPMENT SHOW 2021

Keeping the above study in mind, Savor International is initiating the International Workout & Sports equipment Exhibition in Dhaka, Bangladesh in the name of "Workout & Sports Equipment Show 2021". 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



Event Name	Sports & Workout Equipment Show 2021
Detail	An International Exhibition on Sports & Workout Equipment
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 Sports & Workout equipment 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, branding 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

- Sports equipment and accessories
- Fitness equipment and accessories
- Vibration Training Equipment
- All kinds of Sportswear
- Home fitness solutions
- Stadium and gym facilities
- Cricket Equipments.
- Nordictrack
- Aerobic Equipments
- Camping & Trekkingent
- Yoga & Aerobics Equipment
- Massage Equipment
- Sports Medical & Physiotherapy Center
- Health Club and Fitness Centers
- Tennis, Golf, Football, Basketball, Badminton, Table Tennis
- Mountaineering Clubs
- Hiking
- Swimming
- Boxing Gears
- Skating Equipment
- Water Sports

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
- Sports Clubs
- Training Institutions for Martial Arts
- Physiotherapy Centers
- Multipurpose Clubhouses
- Private Residential Facilities
- Corporate Fitness Facilities
- Rehabilitation & Medical Facilities
- Hospitals and Healthcare Centers
- Online Shopping Portals
- Owners, Directors & Consultants of Fitness Clubs
- Gyms and Aerobics, Yoga Centers & Fitness Clubs
- Wellness Studios
- Managers/Administrators of Public Sports Facilities
- Sports Associations
- Schools, Colleges & Universities

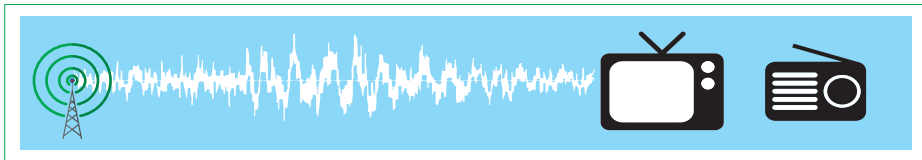
ACTIVITY

- 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

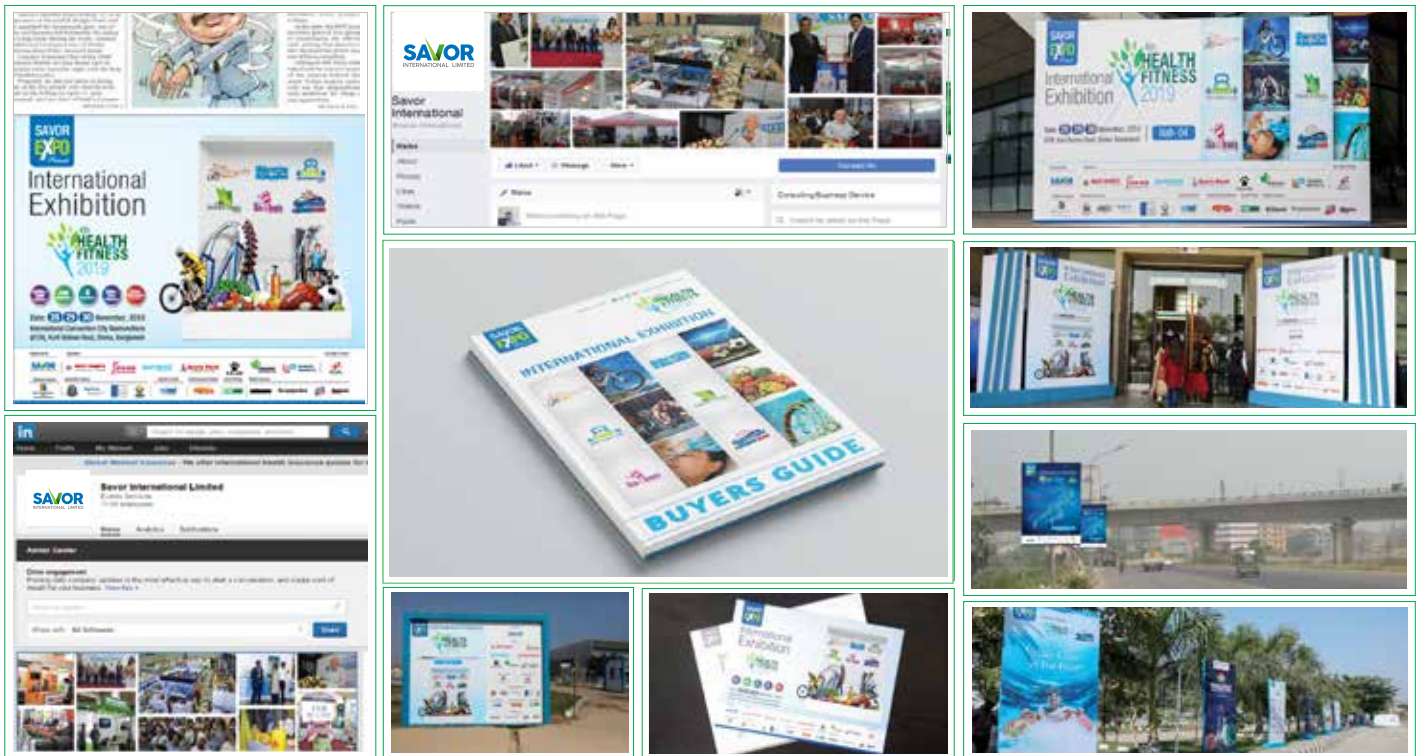
IMC PLAN FOR SPORTS & WORKOUT EQUIPMENT

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

