

dutch

TRADE FAIR-2011

Date :
27-29 October, 2011

Venue :
Ballroom and Foyer
Pan Pacific Sonargaon Hotel, Dhaka
Bangladesh



Organised by:
**Dutch Bangla Chamber of
Commerce and Industry (DBCCI)**



Supported by:
**Embassy of the Kingdom of
The Netherlands in Bangladesh**



Event Manager:
TEEMS Triune Exhibition & Event
Management Services Limited

BANGLADESH PROFILE

- Population : 160 million
- Economy : 47th largest in the world
- GDP : US\$ 269.3 billion
- Economic growth rate : 6-7%
- Export : US\$ 25 billion
- Imports : US\$ 24 billion

PROGRAMME

October 26, 2011

- 10am - 8pm : Fair set up
- 10am - 6pm : Registration

October 27, 2011

- 10.30am - 12 noon : Inaugural ceremony
- 12 noon - 8pm : Fair open for visitors
- 12 noon - 6pm : B2B meetings
- 7.30pm-9.30pm : Welcome dinner for the participants

October 28, 2011

- 10am - 8pm : Fair open for visitors
- 11am - 3pm : B2B meetings
- 4pm - 6pm : Seminar

October 29, 2011

- 10am - 8pm : Fair open for visitors
- 11am - 3pm : B2B meetings
- 4pm - 6pm : Seminar

AREAS OF PARTICIPATION

SERVICES FOR PARTICIPANTS

Event Manager of the DTF 2011, Triune Exhibition & Event Management Services Ltd. (TEEMS) has taken up elaborate programmes for successful holding of the Fair in cooperation with DBCCI and the Dutch Embassy. All support services, to be required by the participants, will be provided by TEEMS, if a prior request has been made, on payment of pre-agreed rates.



The services include:

- Pavilion/stall design, installation
- Multi-media equipment for pavilion & stall
- Pavilion/stall attendants
- Customs clearing services of fair goods & materials
- One to one business meetings/contacts
- Sight seeing/city tours/shopping
- Newspaper/TV ads.
- Promotional activities
- Press conference/PR activities

	USD	EURO	BDT
1. Product exhibition through booking of stalls/pavilions.			
a) Stall 8'x 8' size, with one table, two chairs, two tube lights, three sidewalls, one power socket and fascia.	1,000	700	75,000
b) Pavilion # 1-8 (16' x 16')	4,000	2,800	3,00,000
2. Premium sponsorship			
a) Lead sponsor	25,000	18,000	18,00,000
b) Platinum sponsor	20,000	14,400	14,40,000
c) Gold sponsor	15,000	10,800	10,80,000
d) Silver sponsor	10,000	7,200	7,20,000
3. Sponsorship of individual events			
a) Inaugural ceremony	5,000	3,600	3,60,000
b) Welcome dinner	7,500	5,400	5,40,000
c) Seminar	3,000	2,200	2,20,000
d) Entry gate	3,000	2,200	2,20,000
4. Advertisement in the official souvenir - Ad tariff.			
a) Back page	2,000	1,500	1,50,000
2 nd cover	1,500	1,100	1,10,000
3 rd cover	1,200	900	90,000
General full page	1,000	700	70,000

* Rates in USD and EURO are rounded off.

MAJOR SECTORS OF PARTICIPATION

Agro processing industry:

Bangladesh has enormous potentials for agro-processing industries as the country produces various crops including food-grains, fruits and vegetables.

The contribution of agriculture sector to GDP is 23.50 per cent. Total cropped area in the country is 13.742 million hectare with manpower in agriculture 62 per cent. Against total food crop demand of 23.029 million metric ton, the country produce 27.787 million metric ton. The net production is 24.569 million metric ton with food surplus of 2.547 million metric ton.

The agro and food processing industry represents one of the major potential sectors in terms of its contribution to value addition and employment. The sector accounts for over 22 per cent of all manufacturing production, employs about 20 per cent of labour forces and contributes for 5 per cent of GDP (around 4.48 billion USD). This could be the target sector for Dutch investment.

There are nearly 5,737 food processing enterprises of different nature. In addition of processed food and drinks, the export of processed white fish and fish products grew from 20 per cent to 33 per cent and 9 per cent to 13 per cent in volume and value respectively, in the last five years. There are 145 fish processing plants with annual installed production capacity of 265,000 metric tons process and preserve fishes.

The sector posses enormous potentiality of development by creating forwards and backwards linkage through alliance, partnership and investment, but lacks proper technical and well-run proficiency. Dutch cooperation can promote this sector to a great extent. At present value addition is only 0.5 per cent of total horticultural production is processed.

As the industry is growing rapidly, the sector is opening up new opportunities in terms of investment, technology and export. The industry is growing at almost 8 per cent per year, comparable growth rates in India-7.8 per cent and China-9.4 per cent.



Renewable energy/power:

Bangladesh is going through serious energy crisis. Against demand of 6000MW of power, the country is producing 4500MW, leaving a peak hour shortage of 1500MW. At



present, only about 40 per cent of over 150 million people have access to electricity. So, the country has lowest per capita energy consumption.

The country is now progressing through the process of development. The situation has created vast scope of investment and cooperation in renewable energy sector.

Shipbuilding industry with its backward linkage:

Bangladesh is expected to play a leading role in the global shipbuilding market very soon. Many foreign countries rich in shipbuilding knowledge are already in touch with Bangladesh shipbuilders showing interest in buying ships from here and looking for joint ventures.



There are more than 200 shipyards in the country, serving domestic demand of 10,000 inland vessels, 700 coastal vessels and 180 trawlers. 40 vessels, worth USD 500 million are now in order.

The shipbuilding sector has achieved average growth of 10 per cent in past five years. Skilled human resource, engineers and architects needed for the growth of the sector are available at a comparatively cheaper price. Moreover, the government has declared shipbuilding as a priority sector and has taken initiative to set up separate ship building zones.

Logistics, storage and packaging:

Freight transportation, warehousing and distribution, Customs Security and Insurance, supply chain solutions.



As garments sector created a bumper demand, many international standard packaging plants now serving the market.

HOW TO PARTICIPATE

Registration form, duly filled in along with full payment, must be sent to DBCCI/ Event Manager within October 7, 2011.

Pavilions/ stalls will be allotted on first come first serve basis.

EXHIBITION SOUVENIR

An official DTF 2011 souvenir containing brief profile of participating organisations, will be published for distribution among the target people.

Participants must submit required information before October 7, 2011.

Advertiser must submit their design/materials along with payment before October 15, 2011.

PAYMENTS

All payments must be made in favour of **Dutch Trade Fair** through Southeast Bank Limited, New Eskaton Branch, Dhaka, Bangladesh, favouring A/C No. 11100006300, Swift Code SEBDBDDHAESK vide bank transfer. Bank transfer costs are on the part of the participants.

LIABILITIES AND INSURANCE

Exhibition management will not be liable for loss or damage of any exhibit, during the fair.

Exhibitors are advised to insure their exhibits against theft, loss or damage, including the risk of fire.

CUSTOMS FORMALITIES :

All commodities/products to be brought in for display in the fair and intended for sale, is to be cleared from the Customs on payment of applicable taxes. In case the product is to be re-exported after display at the fair, a bank guarantee for the amount, equivalent to applicable taxes & duties, to be furnished at the time of customs clearance, which would be returned once the re-export process is completed.

All import items should reach Chittagong Port/Dhaka Airport atleast 10 (ten) days prior to start of the fair, in order to get it cleared on time after completion of all customs formalities.

ACCOMMODATION

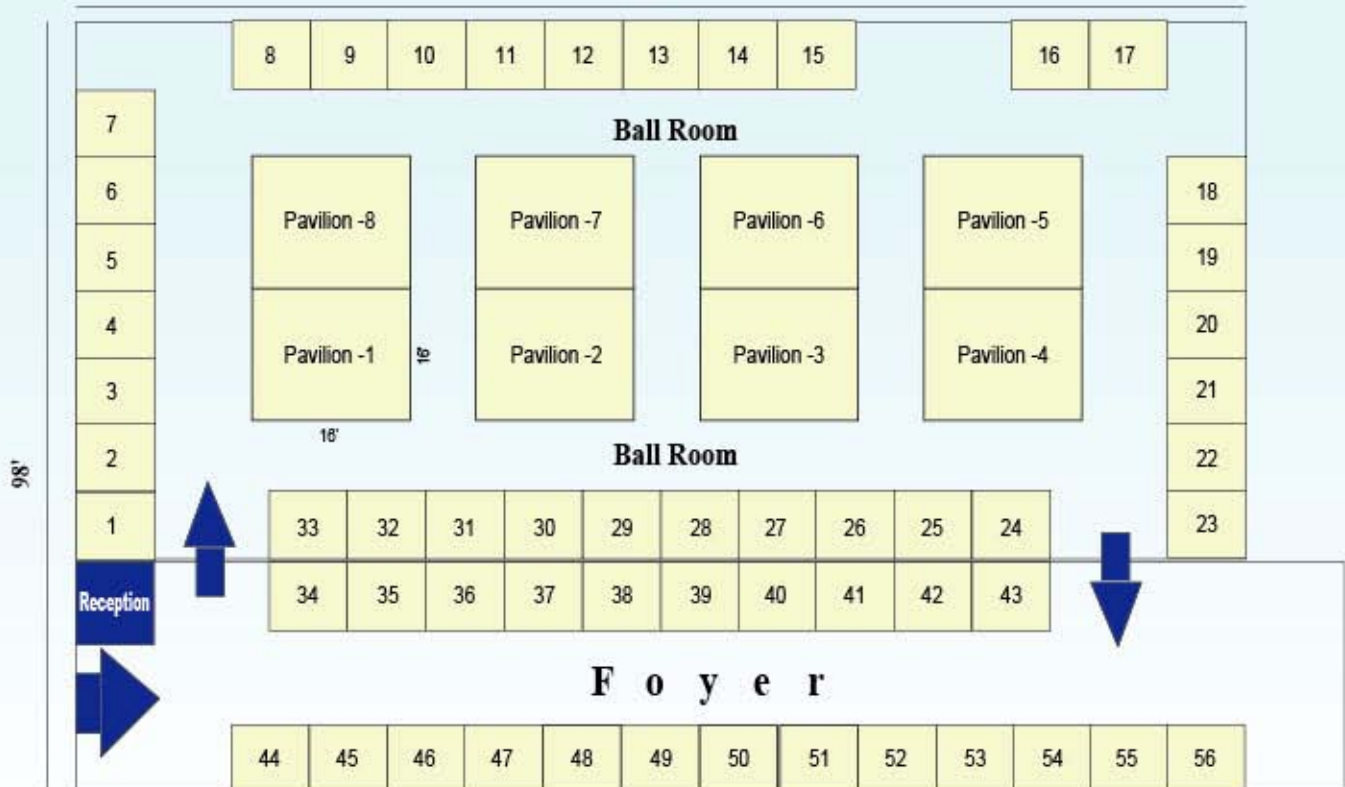
Accommodation will be arranged at special discounted rates in some designated hotels of various types for all foreign participants. Please contact DBCCI/ Event Manager. For details visit www.dutchtradefair.com

THE VENUE

Five Star Pan Pacific Sonargaon Hotel is situated in the most convenient location of the city, just a half an hour drive from the Airport. For the modern exhibition facilities and services, it is considered to be the country's best venue for any int'l MICE (Meetings, Incentives, Conferences and Exhibitions) activities.

DTF-2011 Floor Plan

120'



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