

29.9.2021 / 31934

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# SOURCING BANGLADESH VIRTUAL EDITION 2021

Online Sourcing Exhibition  
For Commodity and Service  
Exporters of Bangladesh

18<sup>th</sup> - 24<sup>th</sup> October, 2021

[www.sourcing-bangladesh.com](http://www.sourcing-bangladesh.com)

# PROPOSAL FOR PARTNERSHIP

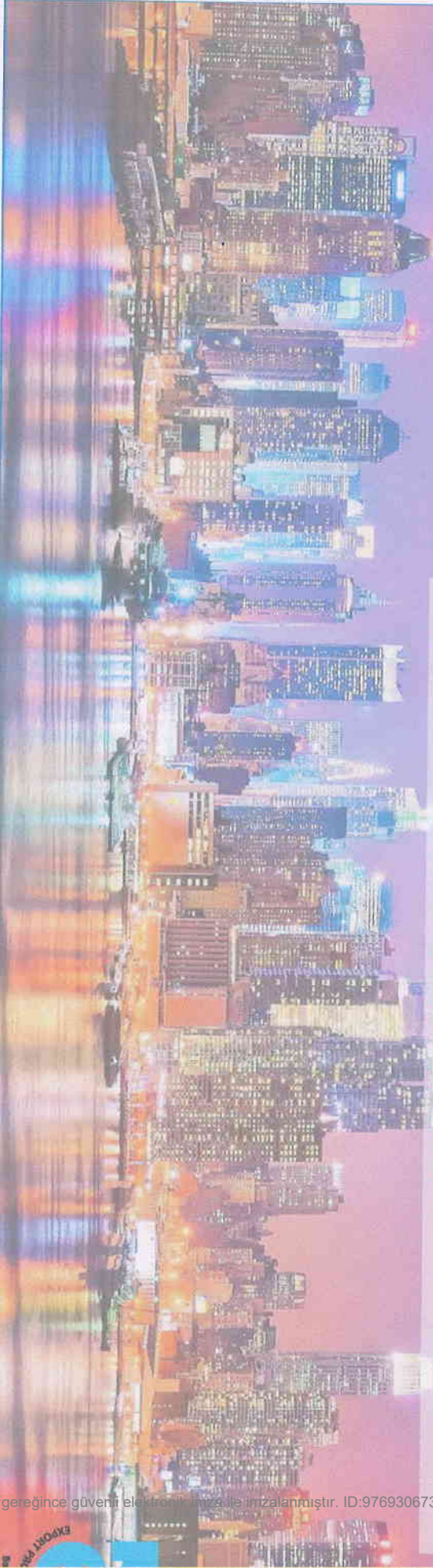


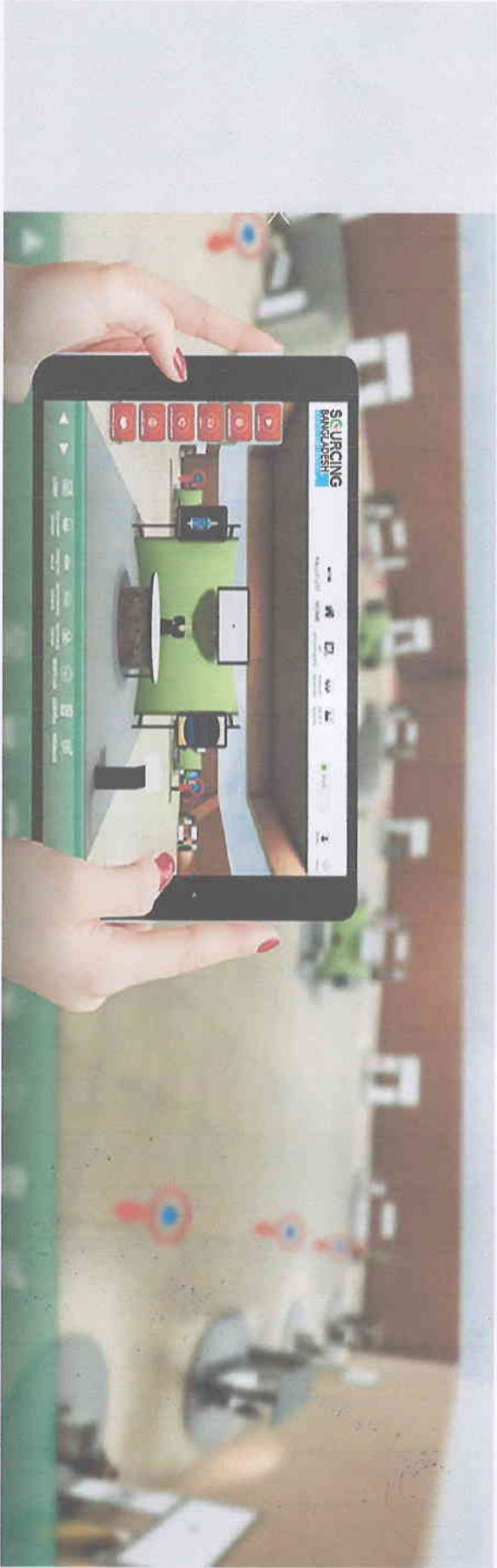
*All Pictures Shown Are For Illustration Purposes Only And Should Not Be Considered As Actual Product*

# SOURCING BANGLADESH

VIRTUAL EDITION 2021

“Sourcing Bangladesh 2021 - Virtual Edition” is focused to the major export sectors of Bangladesh namely: Readymade Garments, Leather & Leather Products, Jute & Jute Products, Home Decor & Home-textiles, Pharmaceuticals, Agro and Argo-processed Products (Fisheries included), Plastics, Light Engineering Products, Electric and Electronics, ICT, Furniture, Ceramics and Handicrafts.





## WELCOME

Sourcing Bangladesh 2021 - Virtual Edition is an online version of a live event that delivers fully functional life-like activities. This highly interactive Virtual Exhibition will help businesses increase their out reach during the present Global situation caused by Covid-19. "Sourcing Bangladesh 2021 - Virtual Edition" features virtual booths, digital display of Exhibits in 3D, Brochures, Audio and Visual presentation, live chat, as well as virtual B2B meetings and webinars.

# SOURCING BANGLADESH VIRTUAL EDITION 2021



## ABOUT SOURCING BANGLADESH 2021 VIRTUAL EDITION

It is pertinent to note that due to the global pandemic situation caused by Covid-19, physical trade fairs in various important business hubs of the world have come to a standstill. Online Sourcing Exhibition "Sourcing Bangladesh 2021 - Virtual Edition" is a great opportunity for Commodity and Service Exporters to connect with foreign buyers with life-like communication features.

# SOURCING BANGLADESH

VIRTUAL EDITION 2021

In addition, there will be a buyer-seller database on the fair website. The main purpose of the Sourcing Fair to be organized on Virtual Platform is to arrange Match Making of local exporters with potential foreign buyers for the purpose of finding foreign buyers with a life-like user experience with features like Live Chat, Call or Video Conference.



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# BENEFITS OF BEING A PARTNER?

Enhance visibility as a leader of the industry

Opportunities to network, share ideas and create new alliances.

Build your brand in front of key audiences and influencers.



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# BENEFITS OF BEING A PARTNER?

Showcase your organization's programs, products and services.

Reinforce brand recognition in the minds of your key customers, as well as attract new ones.



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# BENEFITS OF BEING A PARTNER?

A great way to capture essential lead data.

Gain advantage over your competitors through opportunities in:



Through-leadership



Digital



Networking



Branding



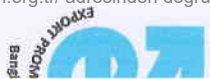


BE A PARTNER WITH US



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## PRICING FOR PARTNERSHIP

❖ PLATINUM PARTNER - BDT 25,00,000.00



❖ GOLD PARTNER - BDT 15,00,000.00



❖ SILVER PARTNER - BDT 10,00,000.00



❖ BRONZE PARTNER - BDT 5,00,000.00



## PRICING & LOGO DISTRIBUTION COMPARISON CHART

PLATINUM	GOLD	SILVER	BRONZE
BDT 25,00,000.00	BDT 15,00,000.00	BDT 10,00,000.00	BDT 5,00,000.00
<ul style="list-style-type: none"><li>✓ Website</li><li>✓ Souvenir</li><li>✓ City branding</li><li>✓ Invitation card</li><li>✓ Business Celebrity videos</li><li>✓ Webinar Hall Banner</li><li>✓ News bulletin area</li><li>✓ Virtual Expo Lobby banner</li><li>✓ Newspaper insertion</li><li>✓ A Virtual booth</li></ul>	<ul style="list-style-type: none"><li>✓ Website</li><li>✓ Souvenir</li><li>✓ City branding</li><li>✗ Invitation card</li><li>✓ Business Celebrity videos</li><li>✗ Webinar Hall Banner</li><li>✓ News bulletin area</li><li>✓ Virtual Expo Lobby banner</li><li>✓ Newspaper insertion</li><li>✗ A Virtual booth</li></ul>	<ul style="list-style-type: none"><li>✓ Website</li><li>✓ Souvenir</li><li>✗ City branding</li><li>✗ Invitation card</li><li>✓ Business Celebrity videos</li><li>✗ Webinar Hall Banner</li><li>✓ News bulletin area</li><li>✓ Virtual Expo Lobby banner</li><li>✗ Newspaper insertion</li><li>✗ A Virtual booth</li></ul>	<ul style="list-style-type: none"><li>✓ Website</li><li>✓ Souvenir</li><li>✗ City branding</li><li>✗ Invitation card</li><li>✓ Business Celebrity videos</li><li>✗ Webinar Hall Banner</li><li>✗ News bulletin area</li><li>✗ Virtual Expo Lobby banner</li><li>✗ Newspaper insertion</li><li>✗ A Virtual booth</li></ul>

## BENEFITS OF PARTNER

1. Partner Logo at Website-Landing Page (Digital)
2. Partner Logo in Souvenir
3. Partner Logo on City branding (Banner, Festoon, Crest ETC.
4. Partner Logo in Invitation card
5. Partner Logo in Business Celebrity videos



## BENEFITS OF PARTNER

6. Partner Logo in Webinar Hall Banner
7. Partner Logo on news bulletin area
8. Partner Logo in Virtual Expo Lobby banner
9. Partner Logo in Newspaper insertion
10. Large virtual booth with creatives in Hall



1. Partner Logo at Website-Landing Page (Digital)

2. Partner Logo in Souvenir

3. Partner Logo on City branding (Banner, Festoon).

4. Partner Logo on Business Celebrity videos

5. Partner Logo on news bulletin area.

6. Partner Logo in Virtual Expo Lobby banner

7. Partner Logo in Newspaper insertion

## BENEFITS OF PARTNER



## BENEFITS OF PARTNER

1. Partner Logo at Website
2. Partner Logo in Souvenir
3. Partner Logo on Business Celebrity videos
4. Partner Logo on news bulletin area.
5. Partner Logo in Virtual Expo Lobby banner



## BENEFITS OF PARTNER

1. Partner Logo at Website

2. Partner Logo in Souvenir

3. Partner Logo on  
Business Celebrity videos





# LOGO PLACEMENT



# WEBSITE-LANDING PAGE



- ✓ PLATINUM PARTNER
- ✓ GOLD PARTNER
- ✓ SILVER PARTNER
- ✓ BRONZE PARTNER

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## LOGO PLACEMENT

## SOUVENIR



- ✓ PLATINUM PARTNER
- ✓ GOLD PARTNER
- ✓ SILVER PARTNER
- ✓ BRONZE PARTNER

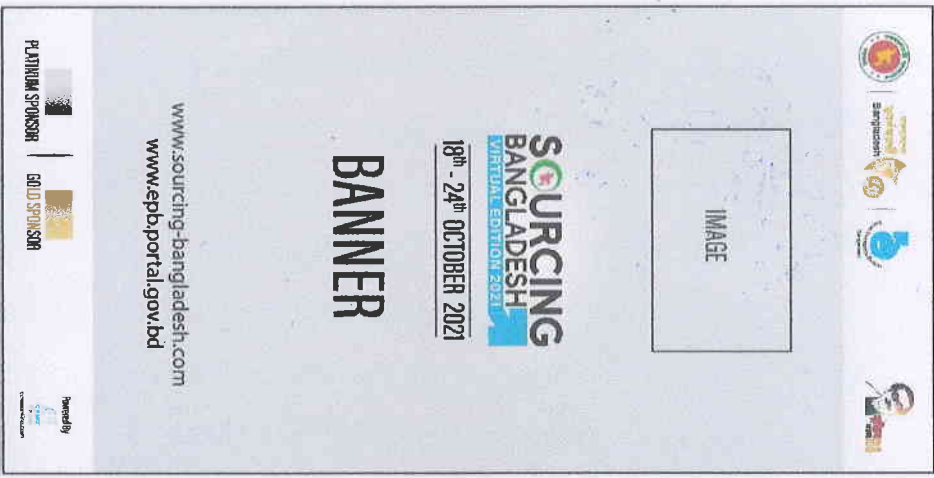
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## LOGO PLACEMENT

## CITY BRANDING - BANNER & FESTOON



- ✓ PLATINUM PARTNER
- ✓ GOLD PARTNER



# LOGO PLACEMENT

# CRESTS



SPECIAL CREST



EXHIBITOR'S CREST

✓ PLATINUM PARTNER

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LOGO PLACEMENT

INVITATION CARD



✓ PLATINUM PARTN

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LOGO PLACEMENT

BUSINESS CELEBRITY VIDEOS

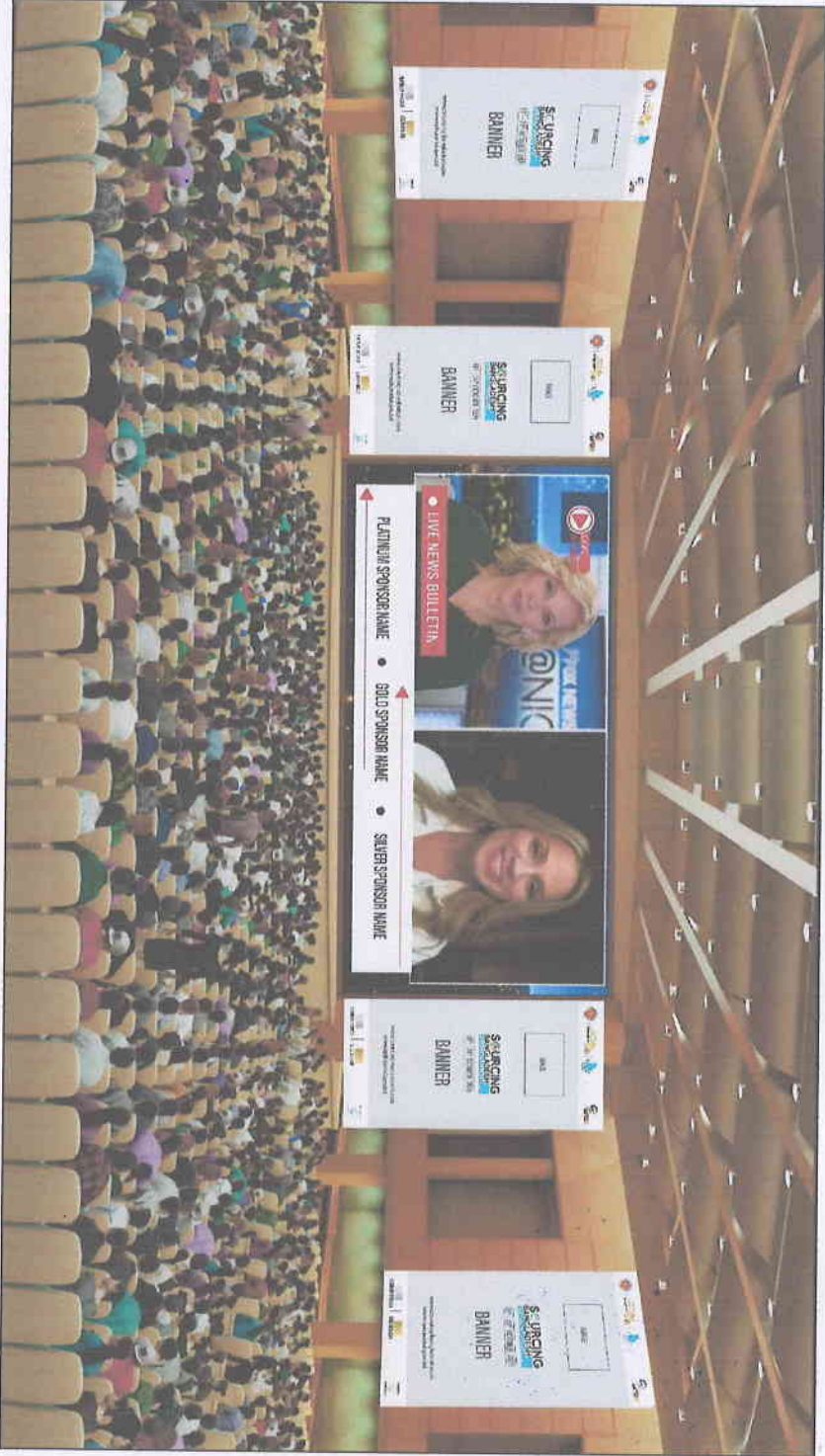


- ✓ PLATINUM PARTNER
- ✓ GOLD PARTNER
- ✓ SILVER PARTNER
- ✓ BRONZE PARTNER

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LOGO PLACEMENT

WEBINAR HALL BANNER



- ✓ PLATINUM PARTNER
- ✓ GOLD PARTNER
- ✓ SILVER PARTNER

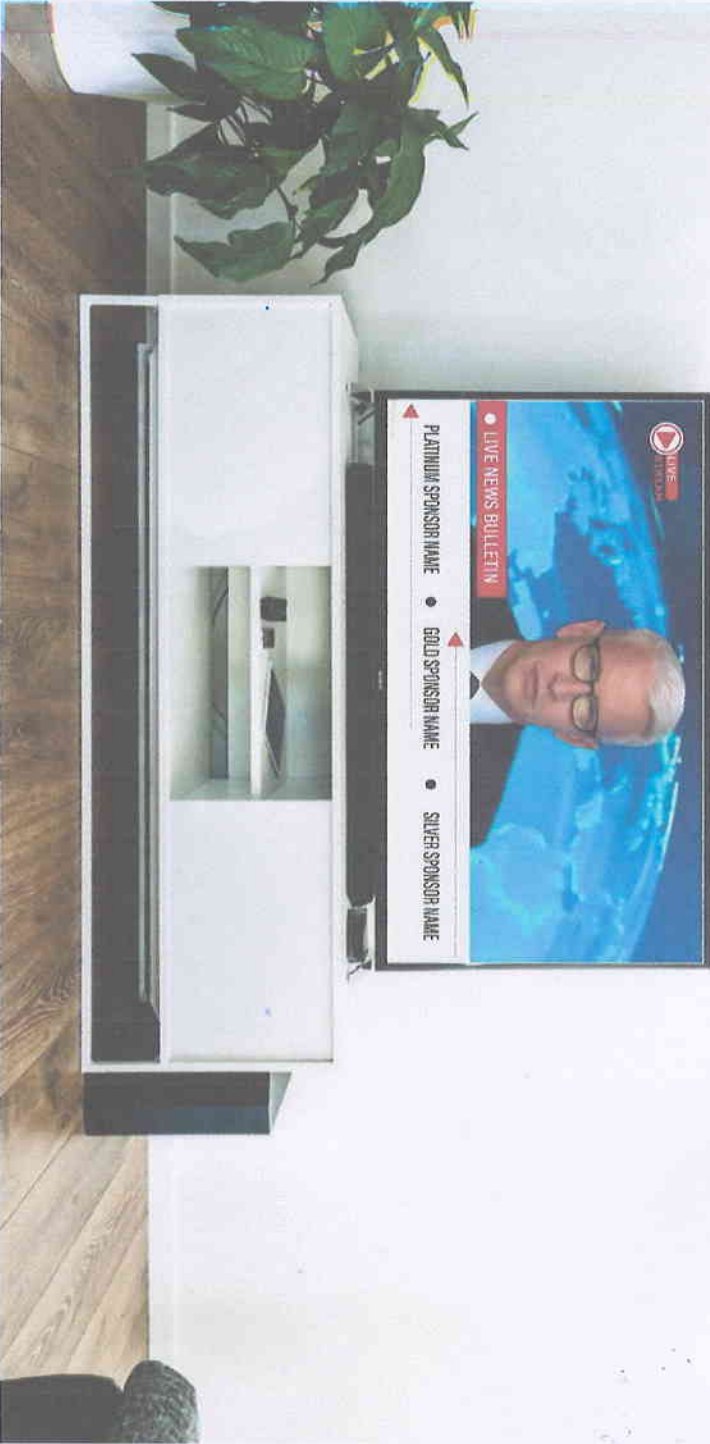
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LOGO PLACEMENT

NEWS BULLETIN



- ✓ PLATINUM PARTNER
- ✓ GOLD PARTNER
- ✓ SILVER PARTNER

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LOGO PLACEMENT

LOBBY BANNER



- ✓ PLATINUM PARTNER
- ✓ GOLD PARTNER
- ✓ SILVER PARTNER

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LOGO PLACEMENT

NEWSPAPER INSERTION

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www.epb.portal.gov.bd

18<sup>th</sup> - 24<sup>th</sup> OCTOBER 2021

SOURCING  
BANGLADESH  
VIRTUAL EDITION 2021

IMAGE

PLATINUM SPONSOR | GOLD SPONSOR

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eSourcing Bangladesh  
eProcurement Bangladesh

✓ PLATINUM PARTNER  
✓ GOLD PARTNER

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LOGO PLACEMENT

VIRTUAL BOOTH



✓ PLATINIUM PARTNER

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# EXHIBITOR'S PROFILE

**Readymade Garments (RMG) - Men's wear | Women's wear | Denim Wear | Woven & Knits | Hi-Fashion designer labels | Dye Cutting & Casting Machines**

**Leather and leather Products - Leather Footwear | Leather Belt | Leather Bag | Small Leather Goods | Espadrilles | Furniture Leather | Sofa Leather | Machinery & Equipment | Footwear Machinery | Equipment**

**Jute & Jute products - Hessian Cloth | Sacking Cloth | Jute Yam and Twines Canvas | Bags | Hydrocarbon Free Jute Cloth | Jute and Jute product manufacturers | Serim Cloth | Hessian tapes and Gaps | D. W. Tarpaulin | Geotextiles**

**Agro and Argo-processed Products - Manufacturers and Distributors of Farm Machinery | Agricultural Sector | Agricultural Products Manufacturers | Frozen fish**

**Homes textile and Home Décor - Bedsheet | Pillow Covers | Couch Covers | Cotton | Table Napkins | Furnishing Fabrics | Cushions | Cushion Covers | Carpets | Mattress Covers | Bath Linen | Home Textile Agencies**

**Pharmaceuticals - HFA | Inhalers | suppositories | hormones | steroids | Oncology | sprays | immunosuppressant products | injectable and IV infusions | Drug Intermediates**

**Ceramics - Raw Materials | Ceramic Color | Draperies | Curtains | Excipients | Additives | Consultants | Workshop Tools & Equipment | Blow Molding Machines | Plastic Cutting Machines | Thermoforming Machines |**

**Furniture and Furniture styles - beds | cabinets | chairs and seating | chests | clocks | desks | tables**

**Handicrafts - Pashmina Shawls | Woodwork | Pottery | Shell | Brass Handicrafts | Bamboo Handicrafts**



## EXHIBITOR'S PROFILE

**ICT** - Wholesale of computers | computer peripheral equipment and software | Wholesale of electronic and telecommunications parts and equipment | Telecommunications | renting of office machinery and equipment (including computers) | Computer and related activities | accounting and computing machinery | Industrial process equipment

**Plastics** - Polyethylene Terephthalate (PET or PETE) | High-Density Polyethylene (HDPE) | Polyvinyl Chloride (PVC) | Low-Density Polyethylene (LDPE) | Polypropylene (PP) | Polystyrene (PS)

**Electric & Electronic Products** - Insulated wire and cable | Electronic valves and tubes and other electronic components | Instruments and appliances for measuring

**Light Engineering Products** - Bicycle and Bicycle parts | Iron Steel | Electric Products | Engineering Equipment | Copper Wire | Stainless Steel ware | Electronic Devices | Air conditioner | Banknote counter | Coffee maker | Computer | Digital camera | Electric guitar | External hard drive | Fish tank | iPod | Laser printer | Lift | Microphone | Piano | Projector | Refrigerator | Remote control | Robotic vacuum cleaner | Smart television | Washing machine | Wi-Fi modem |



## VISITOR'S PROFILE

Decision Makers | CEO | MD | C  
Managers | Retail Chains | Indepen  
Retailers | Wholesalers | Trading Hou  
Trade Agents | Importers | Purch  
Managers | Production Manager  
Associations | Trade Missions | Govern  
Officials | General Public | Age  
Distributor | Trading | Production  
Manufacturing Factory | Subcor  
Manufacturing | Research & Developm  
Trade Association | Fashion Design  
Fashion Magazine Directors | Fa  
Consultants

Organized by:



Export Promotion Bureau  
www.epb.gov.bd



THANK YOU

**SOURCING**  
**BANGLADESH**  
VIRTUAL EDITION 2021

18<sup>th</sup> - 24<sup>th</sup> October, 2021

[www.sourcing-bangladesh.com](http://www.sourcing-bangladesh.com)

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[www.cemsi.com](http://www.cemsi.com)



Power

NO. 26.02.0000.031.58.606.21-217 (11)

Dated: September 06, 2021

H.E. Mr. Mustafa Osman Turan  
Ambassador to Bangladesh  
Embassy of the Republic of Turkey  
6, Madani Avenue, Baridhara Diplomatic Zone  
Dhaka-1212

Subject: Request for support in holding first-ever virtual trade fair captioned "Sourcing Bangladesh -2021, Virtual Edition" during October 18-24 2021.

Excellency,

Greetings from the Export Promotion Bureau, Ministry of Commerce, Bangladesh.

You may be aware that Export Promotion Bureau (EPB) as a national export promotion agency organizes and participates in the International Trade Fair at home and abroad under its market development plan with a view to diversifying the market for the exportable of Bangladesh. EPB participates on average in more than 40(Forty) International Trade Fairs across the globe every year and arranges trade fair at home. But the ongoing global pandemic situation caused by Covid-19 fallout over the last two years has immensely impacted in organizing and participating in meetings, incentives, conferences, and exhibitions. Physical event all over the world is at a standstill. Considering this unprecedented state of the physical trade fair show, EPB has decided to hold a Seven-Day long Sourcing Fair on a virtual platform captioned Sourcing Bangladesh-2021, Virtual Edition during October 18-24 2021.

This Virtual Fair will focus on our prime export sectors like Apparel, Leather and Leather Goods, Jute and Jute Goods, Home Textile, Agro and Agro-Processed sector, Pharmaceuticals, ICT, Furniture, Ceramics, Plastics, Electric and Electronics, Light Engineering Products and Home Décor& Handicrafts. Sourcing Bangladesh-2021 features a virtual 3D booth, Live Chat, B2B (Match Making Session), and Webinar to promote export and investment opportunities of Bangladesh before the potential stakeholders. The prime objectives of the virtual show are to provide a platform to the exporters of Bangladesh to meet with foreign buyers sitting inside their offices. It will be an ideal platform for the potential buyer and investors who are interested in doing business in Bangladesh. As a reliable source of quality products at an affordable price, Bangladesh is a very attractive name to the renowned brands of the world. EPB firmly believes thorough this event the foreign buyers will get the maximum benefit from reaching out to so many well-reputed exporters under an umbrella.

In view of the above, we would like to request and seek valued cooperation and intervention of your esteemed Embassy to disseminate the information about "Sourcing Bangladesh-2021, Virtual Edition" among the trade associations and importers of the aforementioned sectors of your country. Furthermore, it would be deeply appreciated if you could arrange to share the needful contact detail of trade Association/ Chamber with EPB at your earliest convenience. The detailed information of the virtual fair is attached herewith for your reference which is also available at [www.sourcing-bangladesh.com](http://www.sourcing-bangladesh.com)

We would be pleased to provide further details and clarification if requested by your esteemed office.

Please accept the assurance of our highest consideration.



(A.H.M. Ahsan)  
Vice-Chairman

Export Promotion Bureau (EPB)

1, Kawran Bazar (2nd, 4th Floor & 9th Floor), TCB Building, 1, Dhaka 1215, Bangladesh

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