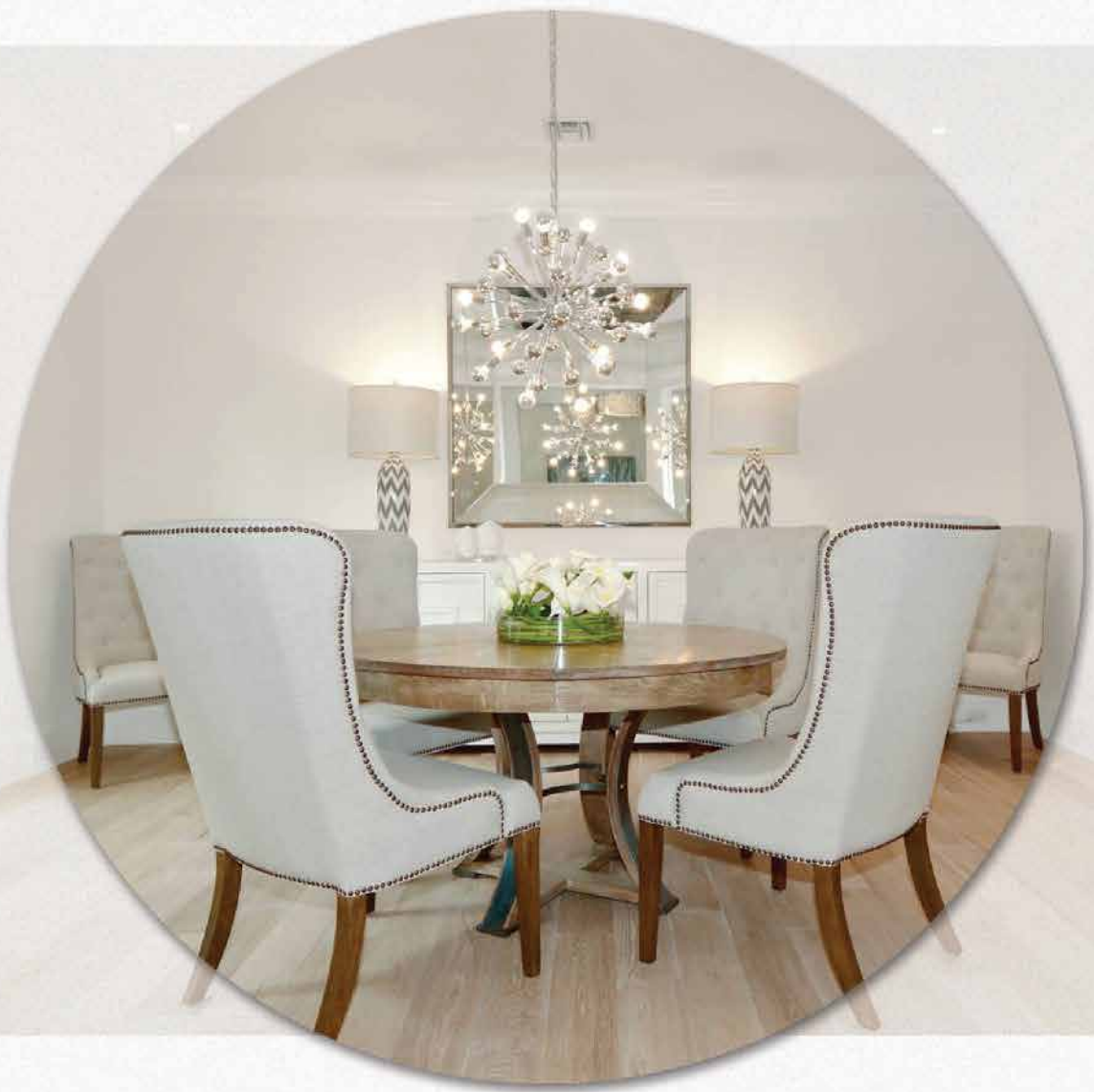




**01|02|03** December, 2022 | International Convention City Bashundhara (ICCB)  
Kuril Bishwa Road, Dhaka, Bangladesh



# INTERNATIONAL EXHIBITION ON HOME APPLIANCE & HOUSEHOLD PRODUCTS

Products • Equipment • Technologies

Organized by  
**SAVOR**  
INTERNATIONAL LIMITED

In Association with



Global Alliance



Event Partner



Media Partners



## BACKGROUND

Bangladesh is experiencing a steady economic growth which has fueled a huge demand for various household products. The Bangladeshi economy is significantly helped household sector, which contributes more than 13% of the country's trade. Bangladesh has experienced a growth rate of 5% since 1990. Added to this Bangladesh has a young population with ever increasing income levels who are trendy and demands premium services to cater to their needs. The young populations of the country are highly globalized in terms of thoughts, needs, and choices.

Home Decor Expo offers you the opportunity to see first-hand consumer lifestyle and 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 reflect a rich legacy of traditional Bangladeshi workmanship blended into a wealth of new products and innovative designs. This expo will also be enriched by trendy and new innovative products from different parts of the globe.

Keeping this study in mind Savor International Ltd. is initiating as International Exhibition on Home Décor. This exhibition will cover all Home Décor widely used in domestic and consumer level. The Expo will showcase the most extensive range of handcrafted products ever put on display. The fair will feature Giftware, Decorative's, Furniture, Home Textile, Furnishings, Tableware, Garden Articles, Wall Coating, Houseware, Home Interior, services & solutions.

## OBJECTIVE OF HOME DÉCOR EXPO 2021

- Creating a Platform where Home Décor & Household materials can be showcased.
- Promoting Home Décor & Household products and value-added services as preferred choice for interior lifestyle 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, policymakers about innovation & technological advancement in the related industry.
- Creating a platform for technology exchange and unveiling opportunities of business for the exhibitors.

## Home Décor Exhibition Advantage

- A truly international platform, Home Décor 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 Home Décor 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 Home Appliance & House Hold Expo. – The World's Meeting Place for the Home Décor, Electronics Appliance and Household 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 • General Visitors Universities • General Visitors • Wholesalers & importers and many more

# VISITOR INVITATION & GATHERING

- Personalized invitation will be sent to IAB members, Concern Ministries, EPB, BSTI, Trade Bodies, Interior Designers, Diplomats of different embassies, Corporates, Dealers, 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 Home Décor Expo' 2022.
- 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 Home Décor and pre-registration of the seminar participants to boost hype.

## ACTION PLAN

Event Name	Home Décor Expo' 2022
Concurrent Event	Kitchen Solutions, Electronic Appliances, Hospitality Bangladesh
Detail	A premium Exhibition on Home Décor
Date	01-03 December, 2022
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	<a href="http://www.savor-hhexpo.com">www.savor-hhexpo.com</a>

## EXHIBITORS PROFILE

- Décor
  - Bath, Sanitation & Accessories
- Ceramics & Stones
  - Doors, Windows & Systems
- Paints, Coats & Wall Covering
  - Table Ware & Glass Ware
- Decorative Furniture
  - Decorative Lighting
- Wellness
  - Wood Works
- Pottery
  - Leather Products
- Bags & Luggage
  - Metal Decorative
- Artifacts
  - Gift Items

- Home Decoration Products
  - Home Interior
- Kitchen Ware
  - Wall Decoratives
- Pest control
  - Wall Covering & Coating
- Tiles & Sanitary ware
  - Turnkey Consultancy
- Bank & Financial Institution
  - Bath Cabinet
- Home Textile.
  - Pillows & Covers
- Mates and Carpets
  - Health Device & Products
- Interior Furnishing
  - and many more...

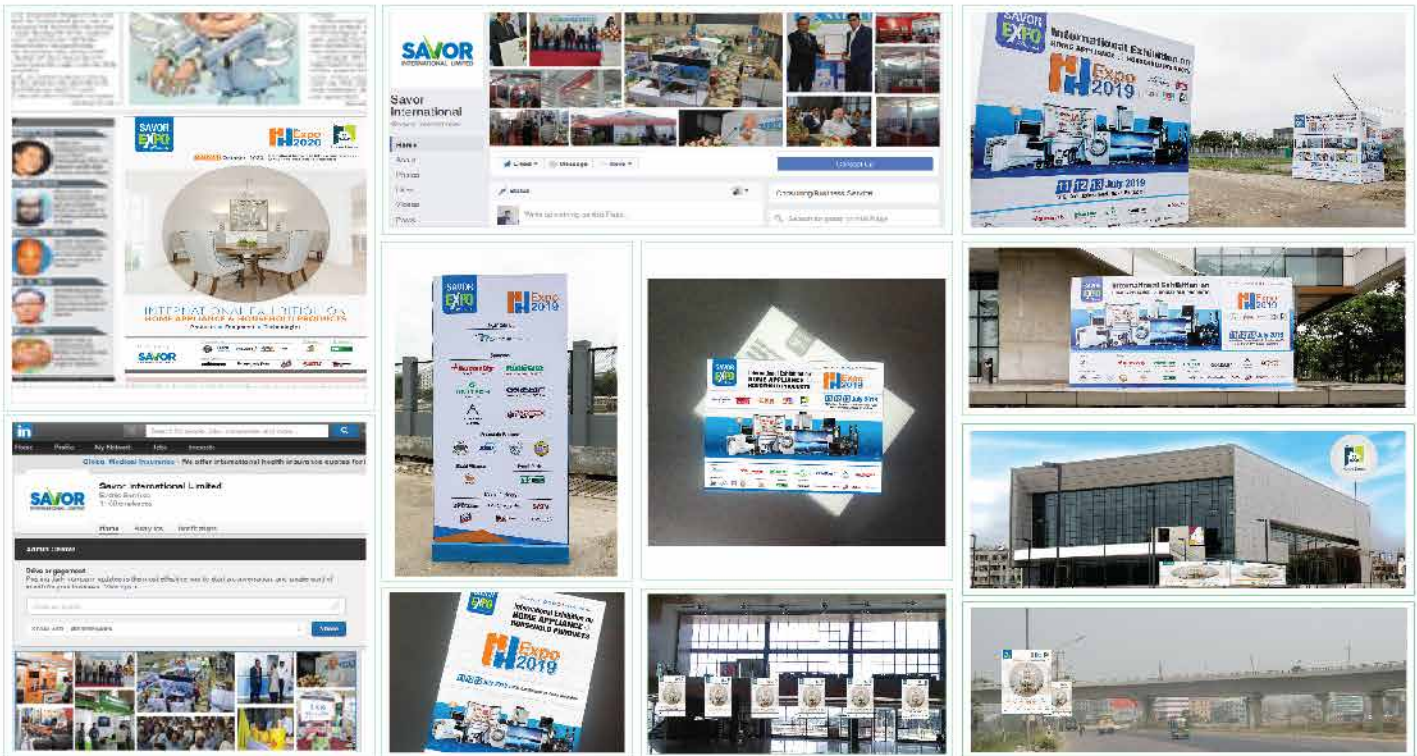
# IMC PLAN FOR HOME DÉCOR EXPO.

## 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 HOME DÉCOR EXPO' 2022



## POST EVENT PROMOTION:

- News and Media Coverage
- Article and media write-ups on HOME DÉCOR EXPO' 2022

