



SHOWCASE KOREA 2017

International Convention City Bashundhara

Hall-4 (Nabaratri) | Kuril | Dhaka | Bangladesh

October 13-14 (Friday & Saturday) 2017

In collaboration with:



Embassy of the Republic of
Korea in Bangladesh

Supported by:

kotra

Korea Trade-Investment
Promotion Agency

Organized by:



Korea-Bangladesh Chamber of Commerce & Industry




Introduction

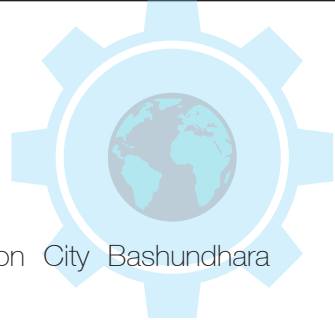
Korea-Bangladesh Chamber of Commerce & Industry (KBCCI) was established in 2009 with the objectives:

- to promote, develop and facilitate trade and investment between the two countries;
- to collect and provide business information in Bangladesh and the Republic of Korea;
- to promote two-way trade and investment;
- to explore new areas of investment and encourage the establishment of Korea-Bangladesh joint ventures
- to identify and resolve areas of difficulties in investment and trade barriers;
- to arrange training programs, workshops, seminars and other activities for human resources development in both Bangladesh and Korea.

One of the main activities to achieve the objectives of KBCCI is to arrange trade fairs for promoting bilateral trade and investment. KBCCI has taken the initiative to arrange a trade fair in Dhaka with the title “**Showcase Korea 2017**” to exhibit the Korean products and services available in Bangladesh and also to strengthen business relations between the two friendly countries. It is expected that Korean companies already operating in Bangladesh or interested to operate in Bangladesh, agents of Korean companies and distributors of Korean products will participate in Showcase Korea.

Since the trade and investment relations between Bangladesh and the Republic of Korea are increasing steadily, KBCCI strongly believes that Showcase Korea will be a milestone in the business relations of the two countries. KBCCI will be happy to welcome Korean business leaders, investors and exporters to the Showcase Korea 2017.





EXHIBITION OVERVIEW

Event: Showcase Korea 2017
Date: 13th -14th October, 2017
Venue: Hall-4 (Nabaratri), International Convention City Bashundhara (ICCB), Kuril, Dhaka, Bangladesh

EXHIBITION SCHEDULE

Thursday, 12th October, 2017

8:00 am – 8:00 pm : Exhibition set-up and stall decoration.

Friday, 13th October, 2017

09:30 am – 10:30 am : Registration.

10:30 am – 11:30 am : Opening Ceremony
Chief Guest: Mr. Tofail Ahmed, M.P,
Hon'ble Minister for Commerce,
Government of Bangladesh.

03:30 pm – 04:30 pm : Seminar, Business meetings and
MOU signing.

11:30 am – 08:00 pm : Exhibition open for all.

Saturday, 14th October, 2017

10:00 am – 08:00 pm : Exhibition open for all.

11:00 am – 04:30 pm : Seminar, Business Meetings & MOU
signing

06:00 pm – 07:00 pm : Closing Session.

07:30 pm – 09:00 pm : Dinner at Hotel Le Meridien.
Courtesy of the Embassy of the
Republic of Korea in Bangladesh.

STALL BOOKING

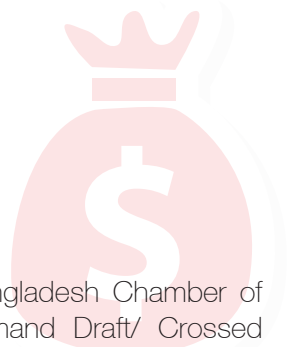
Early Bird Booking : Up to 15th July, 2017
Standard Booking : 16th July to 17th August, 2017

STALL RENT

Description : Ready stall (3m x3m/10ft x10ft) with 1 Table, 2
Chairs, 1 Tube light, 2 Spot lights, 1 Power
socket, 1 Basket and Floor carpet

Early Bird Booking : Tk. 70000.00/ US\$ 875.00 per stall
Standard Booking : Tk. 100000.00/US\$ 1250.00 per stall





MODE OF PAYMENT

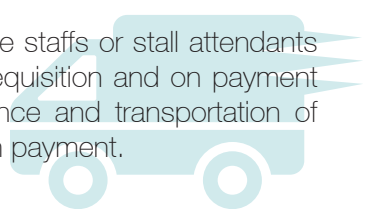
All payments are to be made in favour of Korea-Bangladesh Chamber of Commerce & Industry (KBCCI) by Pay Order/ Demand Draft/ Crossed Cheque or EFT to A/C No. CDA 923913178 Woori Bank, Gulshan, Dhaka.

LIABILITIS AND INSURANCE

KBCCI will not be liable for any loss or damage of any exhibit or equipment. The exhibitors are advised to insure their exhibits and equipment against theft, loss, damage or fire.

LOGISTICS

Telephone, fax, email, photocopy, photograph, sale staffs or stall attendants can be arranged during the exhibition with prior requisition and on payment only. Other logistic supports like customs clearance and transportation of goods can also be done with nominated agents on payment.



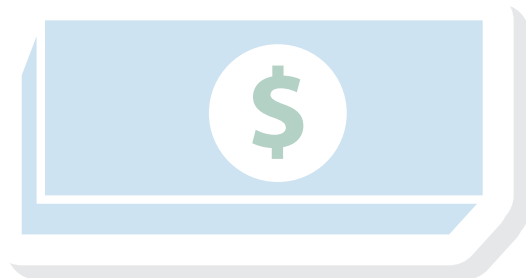
CANCELLATION OF STALL BOOKING

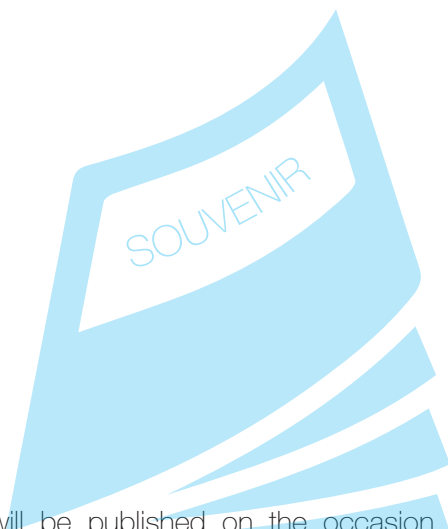
Cancellation of stall-booking may be considered only on written application to be submitted by 10th August, 2017. 50% of the Booking Money will be deducted for cancellation. No application for cancellation of stall booking will be entertained after the deadline.

SPONSORSHIP CONTRIBUTION

Lead Sponsor	Tk. 3000000.00	US\$ 37500.00
Platinum Sponsor	Tk. 2500000.00	US\$ 31250.00
Gold Sponsor	Tk. 1500000.00	US\$ 18750.00
Silver Sponsor	Tk. 1000000.00	US\$ 12500.00

Mileage and benefits of sponsors can be collected from KBCCI office.



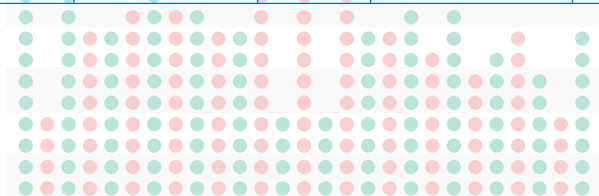


OFFICIAL SOUVENIR

A colourful souvenir will be published on the occasion of the trade fair incorporating the information of the exhibitors. The exhibitors will be required to furnish company profile (One page) within 17th August, 2017 for the souvenir. For advertisement in the souvenir, a duly filled up advertisement form (available at KBCCI office or website: www.kbccci.net) along with 50% payment has to be submitted to KBCCI by 31st August, 2017.

RATES OF ADVERTISEMENT IN THE SOUVENIR

Position	Size	Colour	Rate (Tk.)	Rate (US \$)
Back Cover	10.5"×7.5"	4	160000.00	2000.00
Front Inner Cover	10.0"×7.5"	4	80000.00	1000.00
Back Inner Cover	10.0"×7.5"	4	80000.00	1000.00
Inner Full Page	10.0"×7.5"	4	50000.00	625.00



CATEGORIES OF EXHIBITS

Automobiles

Electrical and Electronics

Telecommunication and Information Technology

Garments, Textile & Accessories Products, Machineries and Equipment

Industrial Products and Raw Materials, Infrastructure Development

Cosmetics and Chemicals, Elevator and Generator, Health Products and Services

Education, Airlines and Tourism, Food and Beverage

Bank and Financial Institution and many more.

Exhibition Venue: International Convention City Bashundhara (ICCB), Dhaka.



Hotlines: +880 1916 237845, +880 1749 683324, +880 1912 453322
showcasekorea@kbcci.net



Korea-Bangladesh Chamber of Commerce & Industry

"Fresh Villa" (Level # 4), House # 15, Road # 34

Gulshan-1, Dhaka -1212,

Tel: +880-2-9849434, email: admin@kbcci.net, web: www.kbcci.net