

mirror[®] **WORLD**
A Monthly Wedding Fashion & Lifestyle Magazine

Presents

DHAKA
FASHION
FABRIC EXPO
B2B 2023

B2B TRADE EXHIBITION

22 to 23 December 2023

• Friday & Saturday • 10 am to 10 pm

Bangbandhu Int'l Conference Center
Shera-Bangla Nagar, Agargaon, Dhaka

THE EVENT FOR INDIAN FASHION & TEXTILES
WHOLESALEERS, MANUFACTURERS & EXPORTERS
TO MEET RETAIL BUYERS FROM BANGLADESH



DO BUSINESS WITH BANGLADESH!

Mirror Dhaka Fashion & Fabric Expo is the only event where you can meet and trade with over 5,000 Buyers representing over 3,000 retail businesses based in the Bangladesh (Dhaka, Chittagong, Sylhet, Khulna, Barishal, Comilla, Mymensing and Rajshahi etc.).

This 2-day exhibition is a B2B invitation-only event with serious Buyers attending the show to find new Suppliers from India to develop new relationships and place direct orders.

As an Exhibitor, your booking will include a fully fitted Exhibition Stand, with a wide range of options for Corporate Branding, Product/Garment Display Rails and Furniture. The Mirror Dhaka Fashion & Fabric Expo is fully managed by our dedicated hospitality team.

WHAT HAPPENS AT THE EXPO?

The Expo is a place to meet Buyers and do new business. It's that simple. Around 5,000 Buyers will attend – and all of them will be there in the hope of meeting new Suppliers that can fulfill their requirements. You can showcase your goods, hold meetings with Buyers and, of course, take orders and payments at the show.

OUR HOSPITALITY TEAM

Our team can assist with your Visa Application, Flights, Shipping, Exhibition Stand Setup, Transport and Hotel Rooms at the BICC, Agargaon Dhaka, Bangladesh. SIMPLE: Your Accommodation and Exhibition is under one roof!



WHO SHOULD PARTICIPATE?

You should participate in the Mirror Dhaka Fashion & Fabric Expo if you are an India-based:
WHOLESALER
SUPPLIER
MANUFACTURER
EXPORTER &
AGENTS.



Participate if you sell:
TEXTILES & FABRICS
UNSTITCHED SUITS
BRIDAL LEHENGHA
SARIS / INDO-WESTERN
SHALWAR KAMEEZ
KURTHA / SHERWANI
RADYMADE



Participate if you want to do business with Buyers from:
Dhaka, Chittagong,
Sylhet, Khulna,
Barishal, Cumilla,
Rangpur, Mymensingh
and
Rajshahi etc.



Bangladesh's Indian Fashion Retail Industry Is worth Bdt.1000 Crore every Year.

There are currently more than 50,000 Retail Outlets specialising in Indian clothing and textiles, serving a customer base of more than 5 Crore people with roots in the Bangladeshi People. This is your opportunity to access this growing lucrative market.

WHO WILL ATTEND?

The Mirror Dhaka Fashion & Fabric Expo is by Invitation Only. We will be inviting thousands of Retail Trade Buyers from across the Bangladesh. In total, we expect around 5,000 Retail Trade Buyers to attend.

Dhaka Fashion & Fabric Expo-2022



BANGLADESH BUYERS

Most retailers purchase from suppliers in India - but have limited choice. They do not have the means or the contacts to find out who are the major players in the market. Attending the Mirror Dhaka Fashion & Fabric Expo is like bringing the Indianwear Wholesale Industry to their doorstep.

FINDING NEW SUPPLIERS!

Retailers of Indian origin find it may possible to get visas for India. so the Mirror Dhaka Fashion & Fabric Expo is the ONLY place to meet them.

to find the right wholesale supplier. like Mumbai or Delhi – Kolkata, Jaipur, Surat and other commercial centres.

The Mirror Dhaka Fashion & Fabric Expo makes it easy for everyone to connect and do business.

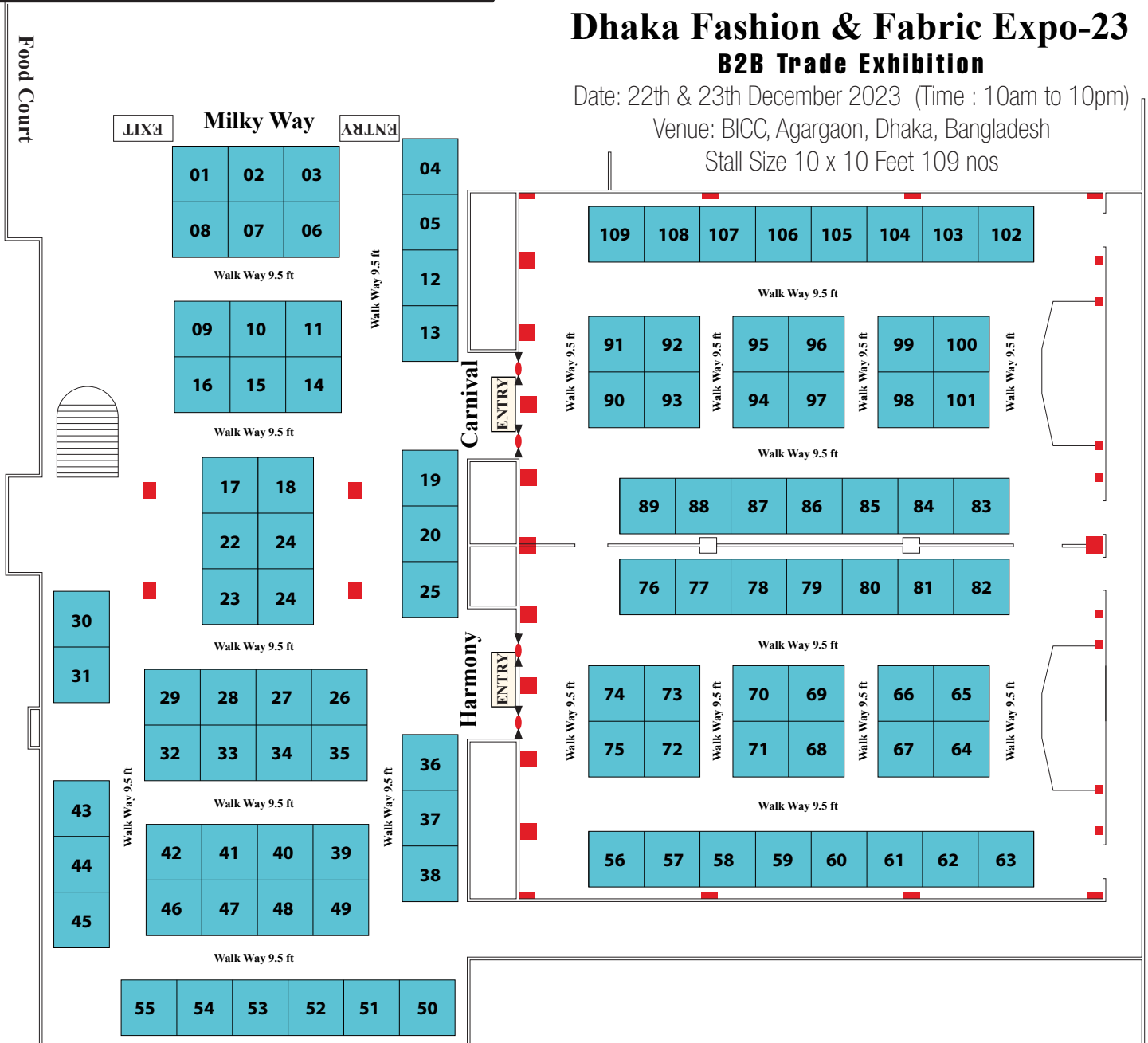
ABOUT VENUE

Dhaka Fashion & Fabric Expo-23 B2B Trade Exhibition

Date: 22th & 23th December 2023 (Time : 10am to 10pm)

Venue: BICC, Agargaon, Dhaka, Bangladesh

Stall Size 10 x 10 Feet 109 nos



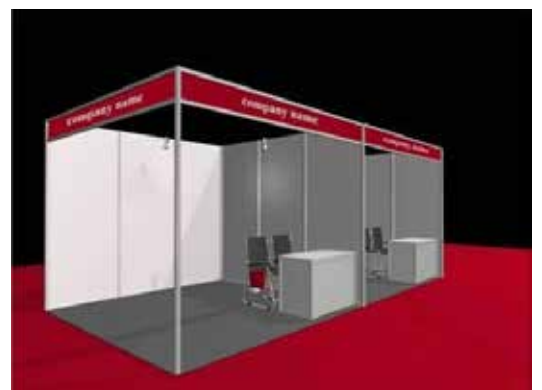
EXHIBITION FEES

Stall Rate	Amount (Inr)
Per Stall 100 sft = 9.30 sqm (10' x 10')	Rs.1,00,000/- + GST
Per Stall 200 sft = 18.60 sqm (20' x 10')	Rs.2,00,000/- + GST
Per Stall 300 sft = 27.90 sqm (30' x 10')	Rs.3,00,000/- + GST
Per Stall 400 sft = 37.20 sqm (40' x 10')	Rs.4,00,000/- + GST

All Exhibition Stands include:

- Exhibitor Name (Signage) on Exterior
- Tables & Chairs as Required
- Standard Electricity Socket • 3 x Spotlights
- Additional Corporate Branding, Fully Printed Wall Panels with Graphics and Photos, Display Fixtures, Garment Rails, Jewellery Cabinets, Fixtures, Garment Rails, Clothes Hangers and Mannequins are available to order separately.

- Hotel Rooms (Twin or Double) are available at the Hotel 71 & Farzi Hotel from only \$70 per night including Breakfast, subject to availability.



SPONSORSHIP

The Festival will facilitate the interaction of Fashion related Companies and customers in B2B. This direct interaction will bring more unique opportunity to win trust of general people resulting in expansion of existing customer base. Through exchanging information, fashion based companies can undertake better Fashion & Fabrics market research initiative in the future in line with their business expectation.

Benefits of Sponsorship:

1. Sponsor will get title name in the program like Dhaka International Fashion & Fabric Expo-2023.
2. Press & Media Coverage including TV Special Program
3. Sponsors 20,000 Leaflet will be distributed to all over Bangladesh.
4. 5000 Exhibition card will be sent to Dhaka, Chittagong & Sylhet Wholesaler Fashion House.
5. All to models will attend the program and a group of to celebrities will participate in a Fashion show.
6. 800 sqf size Stalls will be provided for Title Sponsor.
7. Photography & Videography will be provided for Media Coverage.

Packages	Amount
Title Sponsorship	INR. 40,00,000 with 8 stall (800 sqf)
Powered by	INR. 30,00,000 with 7 stall (700 sqf)
Platinum Sponsor	INR. 20,00,000 with 6 stall (600 sqf)
Diamond Sponsor	INR. 15,00,000 with 5 stall (500 sqf)
Gold Sponsor	INR. 10,00,000 with 4 stall (400 sqf)
Silver Sponsor	INR. 8,00,000 with 3 stall (300 sqf)
In association with	INR. 5,00,000 with 2 stall (200 sqf)

COMMUNICATION PLAN

Mass Media	Outdoor	Virtual Branding	Venue
TV	Billboard	Facebook	Backdrop
Radio	Flyers	SMS	LCD
Press	Posters	Website	Roman Banner
	X Banners		

FASHION SHOW

FASHION SHOW SEQUENCE SPONSORSHIP (8 MODELS) INR.1,00,000/-

BD Fashion & Fabric Expo-2022



FASHION SHOW



EXPO EVENT TIMETABLE

BEFORE YOU ARRIVE IN DHAKA

Our Event Management Team in India and Bangladesh will assist you in advance with travel, hotel, exhibition materials, courier services and receiving/delivery of goods to ensure you are all set when you arrive for the Expo.

EXPO SET UP Thursday 21st December 2023

From 6 am on the Expo Set-up Day, our event team will build and prepare your Exhibition Stands.

You will be able to start filling your Exhibition Stand with your garments and brochures from 2 pm until 12 pm. In most cases you will only require a few hours and our team will be on hand to assist you.

Your Exhibition Stand will be ready with all pre-ordered clothes rails, mannequins, table, chairs, lighting and your company nameboard.

We can arrange for other materials to be available if these are booked in advance – and we can even book professional local Sales Staff and Assistants to work exclusively for you throughout the exhibition.

EXPO DAY 1 Friday 22nd December 2023

- 10.00am - Expo Opens
Buyers view Exhibition Stands and meet you in person.
- 11.30am - Tea and coffee service
- 1.30-3pm - Lunch service
- 09.00pm - Dinner Service
- 10.00pm - Expo closes

EXPO DAY 2 Saturday 23rd December 2023

- 10.00am - Expo Opens
Buyers view Exhibition Stands and meet you in person.
- 11.30am - Tea and coffee service
- 1.30-3pm - Lunch service
- 09.00pm - Fashion Show & Awards
- 10.00pm - Expo Close & Dinner.

ABOUT MIRROR

Mirror the most prominent and the first leading International Fashion & Lifestyle magazine in Bangladesh. It has enhanced the lifestyle, fashion and trends in vast areas. The Mirror team ensures hard work and immense dedication for making it globally recognized. Lifestyle is the existence of every entity on this earth and the term fashion depicts the enhancement of our legacies. Fashion has become one of the stimulating and glowing parts of art and culture.

Mirror is the first international magazine in Bangladesh which speaks the language of your soul. This is the leading magazine in our country, which continues contributing in the area of art, cultural and finance as well. We provide, our readers exactly what they want to see in mirror. It is the readers for whom mirror is stepping into a new manner with a wide range of coverage on contemporary issues of cosmopolitan life.

After crossing so many successful years, we feel accomplished and we are extremely grateful to all of our supportive clients, our kind consumers and sales. We are still craving for your grand inspiration and affection which will help making our future propitious and delightful!





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B2B 2023

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