

S | H | O | W  
C | A | S | E



CANADA | 2018

Trade and Education Fair  
ICCB Dhaka, 6-7 May 2018



Organizer



Canada Bangladesh Chamber  
of Commerce and Industry

Supported by



Government of Canada  
High Commission of Canada

Gouvernement du Canada  
Haut-commissariat du Canada

## Background & Rationale

Canada Bangladesh Chamber of Commerce and Industry (CanCham Bangladesh) considers Showcase Canada as a powerful tool to sensitize both the Bangladeshi as well as Canadian business community about further scope to enhance bilateral trade and investment between Bangladesh and Canada. It could be a win-win situation for both. Bangladesh and Canada enjoy excellent commercial and cultural relations. Canada is the destination of a large portion of Bangladesh's exports and vice versa. There are ample opportunities to take the relationship to the next higher level for mutual benefit of both the nations.

Taking advantage of the present economic environment, CanCham Bangladesh would like to work intensively to achieve the Canadian \$ 3 Billion milestone from present Canadian \$ 2.45 billion in both way trade between Bangladesh and Canada by the end of 2021.

With this end in view, **CanCham Bangladesh** is going to organize the 4th Showcase Canada 2018 (Trade and Education Fair) during 6-7 May 2018 in a befitting manner at the International Convention City, Bashundhara, Dhaka. The event is supported by **the High Commission of Canada in Bangladesh**.

The main thrust of the Showcase has always been to promote Canadian products and services in Bangladesh's market. Canada is a leading as well as growing trading partner of Bangladesh. With the steady rise of Bangladesh's exports to Canada, imports from it also show a remarkable rising trend. This is necessary to further strengthen the economic relations between Canada and Bangladesh in the days ahead. Showcase Canada 2018 (Trade and Education Fair) will act as an effective platform to achieve this objective successfully.

## Objectives

The Showcase Canada 2018 aims to achieve the following objectives:

- Showcase of Canadian Products & Services in Bangladesh and vice versa;
- Promotion of Canadian Educational services and facilities in Bangladesh

## Main Features

- The events will cover exhibition and B2B meetings.
- Open to public with fast track entrance for businesses.
- Provision of information to students relating to admission in Canadian institutes.
- Provision of visit to educational institutes.
- Inaugural and Closing Ceremony.
- Large number of Visitors & Delegates.

## Showcase Canada Overview

Event : Showcase Canada 2018 (Trade & Education Fair)

Venue : **International Convention City Bashundhara (ICCB)**, Hall-01  
Kuril, Bissho Road, 300ft,  
Purbachal High Express, Dhaka

Date : 6-7 May 2018

## Showcase Schedule

Saturday 05 May	
22.00 - 06.00	Set Up Fair Infrastructure & Stall Decoration
Sunday 06 May	
09.30 - 10.30	Registration
10.30 - 11.30	Inauguration
11.30 - 20.00	Making Showcase Open for All
14.00 - 16.30	B2B Meetings
Monday 07 May	
10.00 - 20.00	Making Showcase Open for All
11.00 - 15.30	B2B Meeting
15.00 - 16.00	Awarding Crest to the Exhibitors

### Registration Schedule & Fee (Stall Rent)

Early Bird Registration : By 31 March, 2018

Regular Registration : 01 – 30 April, 2018

### Stall Rent

Description: 3mX3m (Height 2.43M)

Early Bird Registration : US \$ 1000

Regular Registration : US \$ 1500

### Mode of Payment

Payment to be made by Account Payee Cheque/Pay Order/Bank Draft/ Cash in favor of **CANADA BANGLADESH CHAMBER OF COMMERCE AND INDUSTRY**. Online payment can also be made through Bank Transfer to A/C No.: 1101019494001, City Bank Limited, Motijheel Branch, Dhaka, Bangladesh, Tel: +880-2-9576108, +880-2-9563897 SWIFT: CIBLBDDH

### Liabilities & Insurance

The organizer will not be liable for any loss or damage of any exhibits. Exhibitors are advised to insure their exhibits against theft, loss or damage and for fire.

### Logistics

Telephone, fax, e-mail, photocopy, photograph and sales staff/attendants can be arranged during showcase on payment with prior requisition. Other logistic supports like clearing and transportation of goods can also be arranged with nominated agents on payment.

### Cancellation of Stall Booking

Cancellation of stall booking may be considered on written application latest by 31 March 2018. 50% of stall registration fee will be deducted for cancellation within the stipulated time. But beyond this, no cancellation request will be entertained.

### Sponsorship and Mileage

## SHOWCASE CANADA 2018 Sponsorship Proposal

Sl	Sponsorship Category	Amount	Sponsorship Mileages
1	Platinum Sponsor	10,00,000/= Or USD 12500	<ul style="list-style-type: none"><li>• Complimentary 2 Stalls</li><li>• Complimentary advertisement on the inner <b>FRONT</b> cover page of the showcase guide book</li><li>• Logo in all printing materials,</li><li>• 3 X-Banners outside the exhibition</li><li>• Acknowledgement at the Inaugural Ceremony as <b>PLATINUM SPONSOR</b></li><li>• Acknowledgement, as <b>PLATINUM SPONSOR</b>, onsite on the Sponsors' Board.</li><li>• Acknowledgement as <b>PLATINUM SPONSOR</b> in all electronic sights including web site of CanCham: (Showcase Canada Page) and printed Showcase Canada 2018 related materials.</li></ul>
2	Gold Sponsor	5,00,000/= Or USD 6250	<ul style="list-style-type: none"><li>• Complimentary 1 Stall.</li><li>• Complimentary advertisement on the <b>BACK</b> cover page of the showcase guide book.</li><li>• Acknowledgement at the Inaugural Ceremony as <b>GOLD SPONSOR</b>.</li><li>• Acknowledgement as <b>GOLD SPONSOR</b> on site on the Sponsors' Board.</li><li>• 3 X-Banners outside the exhibition</li><li>• Acknowledgement as <b>GOLD SPONSOR</b> in all electronic sights including web site of CanCham: (Showcase Canada Page) and printed Showcase Canada 2018 related materials.</li></ul>
3	Silver Sponsor	3,00,000/= Or USD 3750	<ul style="list-style-type: none"><li>• Complimentary 1 Stall.</li><li>• Complimentary advertisement on the <b>INNER BACK</b> cover page of the showcase guide book.</li><li>• Acknowledgement at the Inaugural Ceremony as <b>SILVER SPONSOR</b>.</li></ul>

			<ul style="list-style-type: none"> <li>Acknowledgement as SILVER SPONSOR in all electronic sights including web site of CanCham: (Showcase Canada Page) and printed Showcase Canada 2018 related materials.</li> <li>1 X-Banner outside the exhibition.</li> </ul>
4	<b>Bronze Sponsor</b>	2,00,000/= Or USD 2500	<ul style="list-style-type: none"> <li>Complimentary advertisement on the showcase guide book.</li> <li>Acknowledgement at the Inaugural Ceremony as BRONZE SPONSOR.</li> <li>Acknowledgement as BRONZE SPONSOR on site on the Sponsors' Board.</li> <li>1 X-Banner outside the exhibition hall.</li> </ul>
5	<b>Booth</b>	80,000/= Or USD 1000	<ul style="list-style-type: none"> <li>Pre-fabricated stall with front fascia, 1 power socket, and 2 tube lights along with 2 chairs &amp; 1 table.</li> <li>Stall Size 3m X 3m (Height 2.43m)</li> </ul>

## Showcase Guide

An eye catching Showcase Guide will be released on the occasion. Inputs of the souvenir are to be furnished by the exhibitors in due time. For advertisement, a duly filled in Advertisement Form with necessary payment is to be submitted to CanCham Bangladesh.

## Rates of Advertisement for Souvenir

Insertion Categories	Rate BDT
Front Inside	40,000/-
Back Cover	45,000/-
Back Cover Inside	40,000/-
Inside Full Page	30,000/-

## Accommodation Information

### Radisson Blu Dhaka Water Garden

Phone: +880 2 983 4555

Fax: +880 2 983 4554 / 983 4504

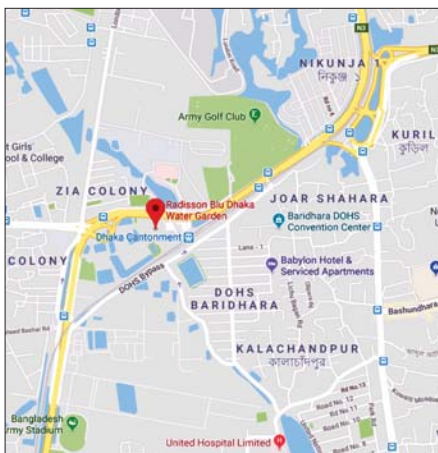
e-mail: [reservations.dhaka@radisson.com](mailto:reservations.dhaka@radisson.com)

web: [www.radissonblu.com/en/hotel-dhaka](http://www.radissonblu.com/en/hotel-dhaka)

### Location

Airport Road, Dhaka 1206, Bangladesh

The participants will have to make the booking directly. They are advised to refer to the Showcase Canada 2018 for concessionary rate.



For any further information,  
please contact:

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