



CITF
2023
POLOGROUND
CHATTOGRAM

30th Chattogram International Trade Fair 2023



The Chittagong Chamber of Commerce & Industry

World Trade Center, 102-103, Agrabad C/A, Chattogram, Bangladesh

Tel: +88 02-333313366-69, E-mail: info@chittagongchamber.com

Fax: +8802-333310183, Website: www.chittagongchamber.com

CITF Website: www.ecitf.org

CITF E-mail: info@ecitf.com

INTRODUCTION

Chattogram International Trade Fair is the most awaited occasion in Chattogram every year. Having grown into a month long spectacular event, CITF attracts visitors from every spheres of the society. With over 1.5 million visitors, the business entities representing different countries get an ideal opportunity to showcase their products here. The energetic mornings and the mist-filled evenings of CITF create a magical environment which creates a unique bridge between a trade fair and a public event. The Chittagong Chamber of Commerce and Industry has a rich heritage of contributing to the development of Bangladesh's economic might. It has undertaken many projects to elevate the activities of sector-wise growth and development. In this aspect, CCCI has been hosting CITF annually since 1993. As CITF is the first of the large scale trade fairs in Bangladesh, national and multinational companies come here to display their products in lushly built pavilions and mega pavilions. The 30th edition of CITF is set to kick off on the mid february 2023 at Railway Pologround and it is waiting for your participation.

REGISTRATION FORM

HISTORY

Chattogram has a rich history of maritime business. The Roman Empire listed Chattogram as a great eastern sea-port and the Arabs set up a mercantile station here. All these activities came to a stop when Portuguese pirates used Chattogram's natural harbor as their base in the 17th century. The war between the Mughal and the Arakan Kingdom in 1666 drove the Portuguese away and opened the port again for business activities. All the maritime powers used the port for their business and Chattogram continued its journey as a business hub. Today, Chattogram is the busiest port in the Bay of Bengal and the third busiest in South Asia. This rich history of business has been channeled into the modern time. As a major business hub, a large gathering in Chattogram can always be used for the growth of business, and thus the idea of CITF evolved. The first few CITFs were held in the Gymnasium of MA Aziz Stadium, Kazir Dewri with a few SME products. Large successes drove CITF to its current home of Railway Pologround. In this bigger ground with revamped facilities, international business entities started to showcase their products here, and CITF grew to the spectacle that it is today. The 30th edition of CITF in **2023** holds the promise to deliver a great platform for business.

2 MILLION VISITORS EXPECTED

DISPLAY RANGE

Information technology

Textiles

Jamdami

Silk Sharee

Garments

Handlooms

Furniture

Handicrafts

Ceramic & Melamines

Dairy products

Fisheries

Tea

Electronics and Electrical

Plastics

Toys and stationeries

Fashionable items

Optical goods

Herbal medicine

Motor vehicles

Real estate

Building materials

Household appliance

Leather goods

Toiletries

Cosmetics

Jeweleries

Machineries

Jute and Jute products

Rubber

Agro-based products

Mobile and accessories

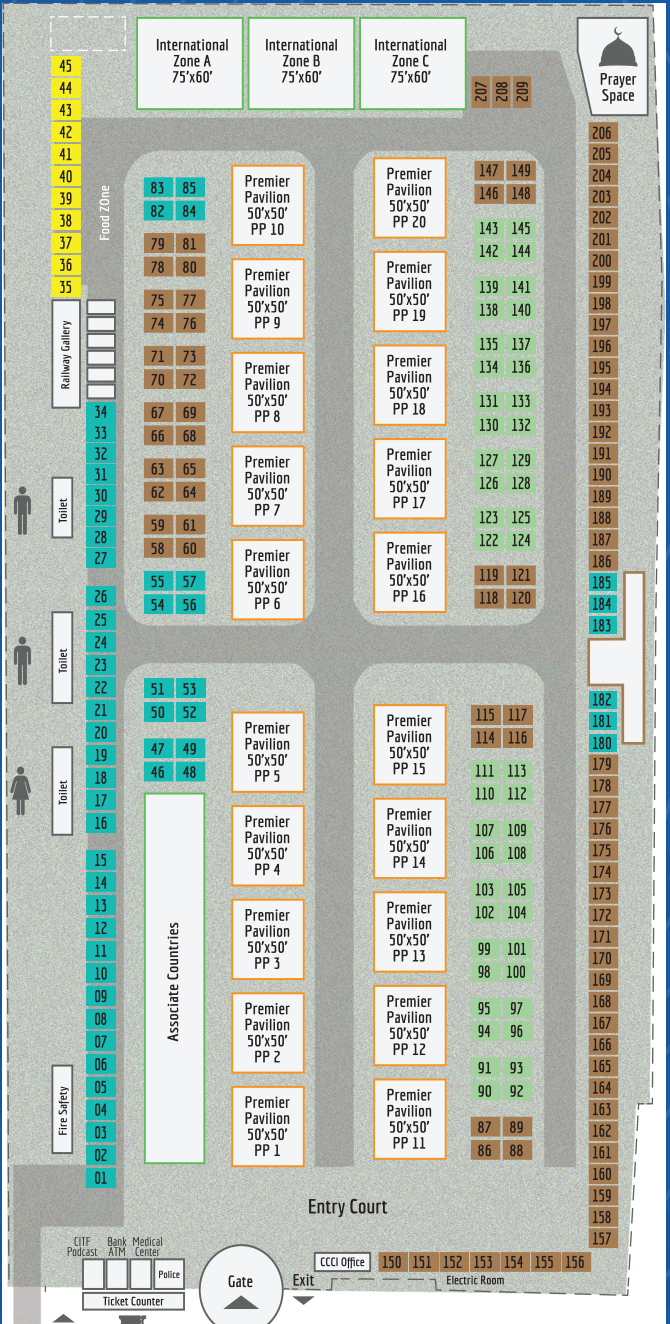
Gift items

Banking and Financial

Bakery items

LAYOUT PLAN

- Premier Pavilion
- Premier Stall
- Gold Stall
- Mega Stall
- International Zone
- Food Stall



MODE OF PAYMENT

Payment must be made in full (100%) by Pay Order/ FTT in favor of The **Chittagong Chamber of Commerce and Industry**

COLLECTION

08 January 2023

to **18 January 2023** (10:00 am to 1:00 pm)

at **Bengal Commercial Bank Ltd.**

Agrabad Islami Banking Branch, Chattogram

Karwan Bazar Sub-branch, Dhaka

LAST DATE OF SUBMISSION

19 January 2023

by 4:00 pm at CCCI office, World Trade Center

102-103, Agrabad C/A, Chattogram

INFORMATION BOOTH

A dedicated information booth on CITF has been set up in CCCI office, located in the World Trade Center. All the information on import-export policies, custom procedures, foreign exchange regulations and CITF pavilion details are available there. After the inauguration, the booth will be shifted at the fair Venue .



Participation Category



Premier Pavilion

50'x50' (open space)
bidding starts from 6,00,000/-



Premier Stall

14'x20' (erected)
bidding starts from 3,00,000/-



Gold Stall

14'x20' (erected)
bidding starts from 2,50,000/-



Mega Stall

14'x20' (erected)
1,50,000/-

SPECIAL ARRANGEMENTS

- Unique and modern architectural layout of the Fair to match the needs of the participants and visitors
- Lucrative restaurants and food courts
- Arrangement of special illumination at night to make the venue colorful and more attractive
- Separate prayer room for male and female
- Round the clock security measure for safety of participating companies and visitors
- RAB and Police camps
- Special and Intelligence branch
- 24 Hours private security
- 24hr CCTV camera support
- Product and vendor listing in website
- Bank facility
- Separate freshroom facilities for male and female
- Separate foreign zone
- Fire station
- Online helpdesk
- Community engagement activities
- Business idea sharing seminars



OPPORTUNITIES



New product launching



Business linkage



Direct feedback on product performance



Prototype testing and market reception



Test ground market/consumer behavior analysis



Instant response from local customer base

PROMOTIONAL MEASURES

- Massive advertisement campaign
- Easy connection of consumers through a modern website
- Newsletters, announcing, products and services
- Special publication highlighting the participants to be distributed in different trade organization and TPOs

SPECIAL PUBLICATION

A colorful and attractive publication on CITF shall be released with the highlight on participating companies and their products/services. This publication will be circulated among the trade bodies, foreign Missionrs, government offices and trade promotional bodies around Bangladesh and in Bangladesh embassy in different countries. For advertisements in this publication, please reach out to the information booth of CCCI.

SPECIAL FEATURES OF WTC

- Underground basement of 300 car parking
- Temporary Exhibition hall at Ground Floor: 20000sft
- Bangabandhu Conference Hall of 4500 sft with all modern multimedia setup and lucrative interior design to organize seminar, workshop, meeting etc for max 300 persons
- Office spaces for banks, financial institutes and corporates houses
- Convention Hall and Banquet Hall - Swimming pool
- Rooftop Restaurant
- Food Court Zone
- Rooftop Helipad

SALIENT FEATURES OF WTC

- Fully central HVAC system
- Fire detection and Protection
- Lift dedicated
- CCTV and PA system
- Standby generator
- Archway
- 24 x 7 armed guards

LOOKING FOR

interested business concern, event management firm, manufacturer

- to organize expo, fair etc in temporary exhibition hall at ground floor on rental basis
- to setup their business here with long term lease/ rent basis (special rent will be offered for taking rent of office space more than 10,000 sft for a single company)
- to take rent of Bangabandhu Conference Hall and Lake View Hall to organize AGM, seminar, symposium, meeting etc



WORLD TRADE CENTER
CHITTAGONG

TOWERING
PRIDE
ON EARTH

