



28th Chattogram International Trade Fair 2020



The Chittagong Chamber of Commerce & Industry
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2 MILLION VISITORS EXPECTED

DISPLAY RANGE

- Information technology
- Textiles/garments
- Jamdani & silk saree
- Handlooms
- Furniture
- Handicrafts
- Ceramic & melamines
- Dairy products
- Tea & herbal items
- Electronic gadgets
- Plastics
- Toys and stationeries
- Fashion items & accessories
- Optical goods
- Motor vehicles
- Real estate
- Building materials
- Household appliances
- Leather goods
- Toiletries & cosmetics
- Jewelleries
- Industrial machineries
- Jute goods
- Agro-based products
- Food zone
- Gift items
- Financial services
- Bakery items



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 Chattogram 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 28th edition of CITF is set to kick off on the second week of February in Railway Pologround, and it awaits your participation.

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:

5TH JANUARY 2020

to **15TH JANUARY 2020** 10:00 am to 1:00 pm
at Standard Bank Ltd., Jubilee Road Branch, Chattogram
and Dhanmondi Branch, Dhaka

LAST DATE OF SUBMISSION:

19TH JANUARY 2020

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 shift into the fair.

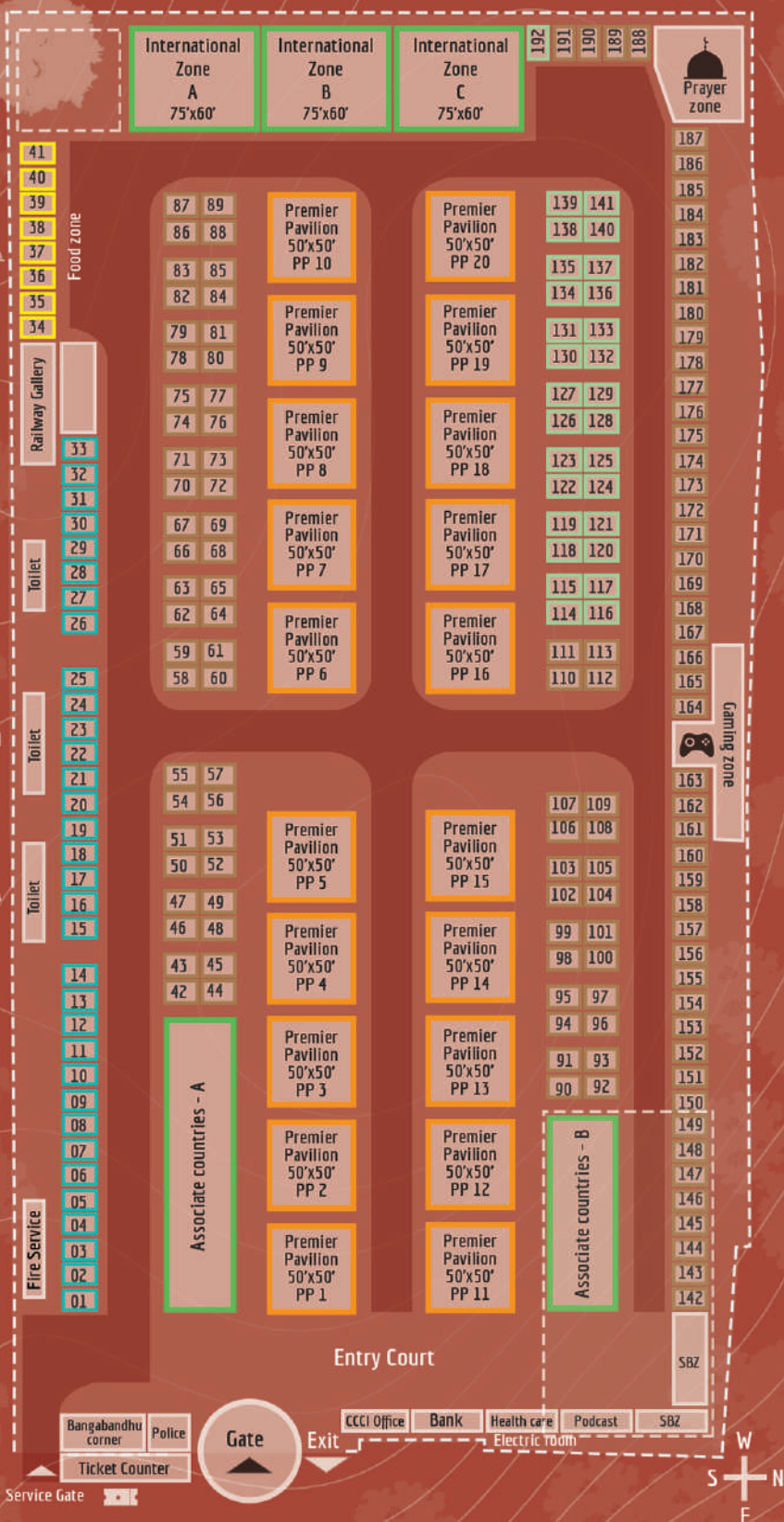
HISTORY

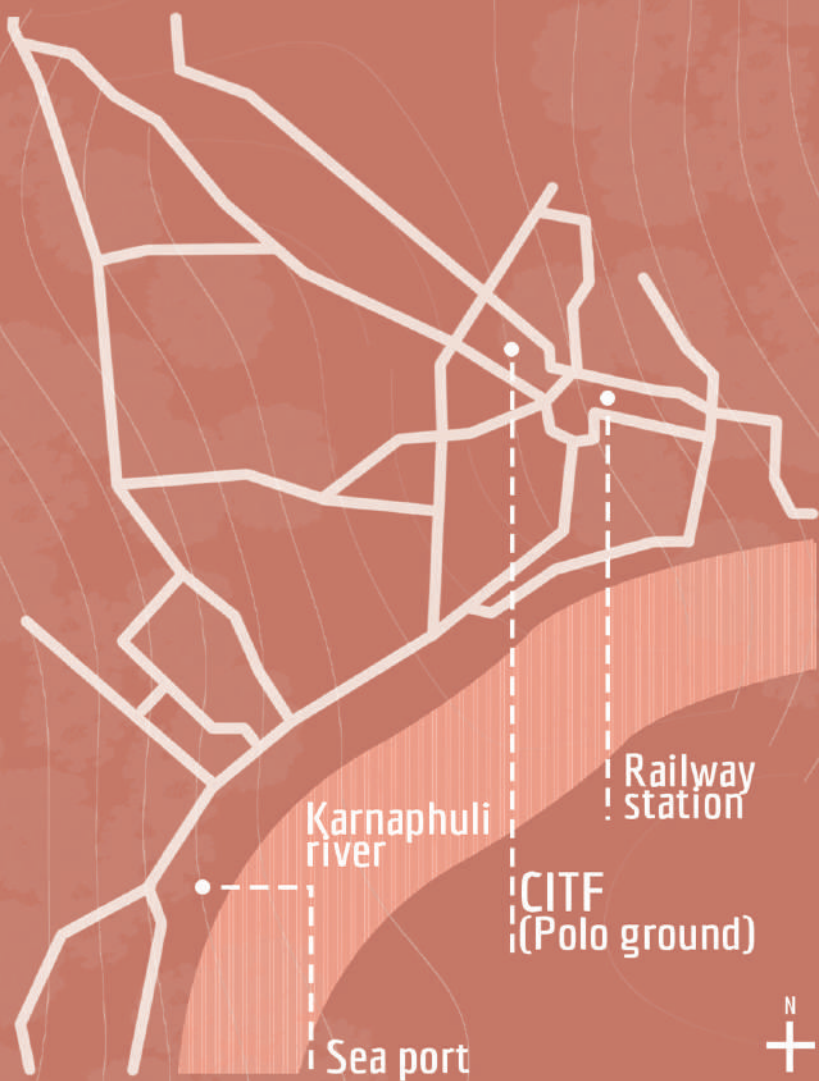
Chattogram has a rich history of maritime business. The Roman Empire listed Chattogram as a great eastern sea-port and the Arabs set up a mercantile station here. All these activities came to stop when Portuguese pirates used Chattogram's natural harbor as their base in the 17th century. The war between 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 had to be 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 few SME products. Large successes drove CITF into 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 28th edition of CITF in 2020 holds the promise to deliver a great platform for business.

LAYOUT PLAN

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





PARTICIPATION CATEGORY



Premier Pavilion

50' x 50' (open space)
(bidding starts from 6,00,000.00/-)



Premier Stall

14' x 20' (erected)
(bidding starts from 3,00,000.00/-)



Gold Stall

14' x 20' (erected)
(bidding starts from 2,50,000.00/-)



Mega Stall

14' x 20' (erected)
1,50,000.00/-



facebook.com/citf.official



instagram.com/citf.official



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 commerce chamber and TPOs

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 gents and ladies
- Round the clock security measure for safety of participating companies and visitors
- RAB and Police camps
- Kids' zone and VR games zone
- 24 hour private security
- Product and vendor listing in website
- Bank facility
- Separate toilet/utility facilities for gents and ladies
- Separate international zone
- 24 hour CCTV camera coverage
- Fire station
- Online helpdesk
- Community engagement activities
- Business idea sharing seminars



OPPORTUNITIES



New product launching



Business linkage opportunities



Direct feedback on product performance



Prototype testing and market reception



Test ground market/consumer behavior analysis



Instant response from local customer base

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 commerce bodies, foreign embassies, government offices and trade promotional bodies around Bangladesh and in Bangladesh embassies 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
- Permanent Exhibition hall (40500 sft) for displaying all exportable items under one roof for "Branding Bangladesh"
- 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
- WTC Club
- Convention hall and Banquet hall
- Swimming pool
- Tennis court
- International 5 star hotel
- Rooftop helipad

Salient features of WTC

- Fully central HVAC system
- Fire detection system
- Fire protection system
- Lift and escalator
- CCTV and PA system
- IBMS system
- standby generator
- Archway
- 24 hours armed guards

Looking for:

interested business concern, event management firm, manufacturer

- to take long term rent from 8th to 20th floor to setup hotel business at WTC
- to organize expo, fair etc in temporary exhibition hall at ground floor on rental basis
- to display their exportable items in the permanent exhibition hall to promote "Branding Bangladesh" on nominal rent 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 to organize AGM, seminar, symposium, meeting etc



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