

Exploring
Opportunities
towards
Smart
Economy



BANGLADESHI
IMMIGRANT DAY AND
TRADE FAIR 2023

22nd– 23rd of September, 2023

New York Marriott Marquis
Times Square, NY



Approved by



Ministry of Commerce
Bangladesh

In association with



Bangladesh



Organized by



নিউ ইয়র্ক



Event Overview

Muktadhara New York and USA-Bangladesh Business Links in association with the Export Promotion Bureau, Greater New York Chamber of Commerce and FBCCI are going to organize “Bangladeshi Immigrant Day and Trade Fair 2023” on 22-23 September 2023 at New York Marriott Marquis, Times Square New York, USA. The event has been approved by the Ministry of Commerce Bangladesh and Export Promotion Bureau has enlisted the Fair in its Calendar already.

With the slogan “*Exploring Opportunities towards Smart Economy*”, the event is designed for Bangladeshi trade and the opportunity showcase aims to contribute towards facilitating Bangladesh-US bilateral trade by bringing high-level delegates from Bangladesh and USA. It will provide the platform for the Bangladeshi participant companies to showcase their products & services and B2B meetings with potential USA business conglomerates and investors. Besides the Bangladeshi products & services Showcase, there will be a number of trade & investment conferences, seminars, B2B meetings and networking sessions to connect the target attendees. Alongside these 2 days' events activities, there will be a city tour for the exhibitors & sponsors on Day 3.

“Bangladeshi Immigrant Day and Trade Fair 2023” is a move to connect the dots to Promote Bangladeshi products and services as well as to create awareness about the business & investment facilities in Bangladesh for both Bangladeshi American and US-based foreign business companies.

The event will bring together more than 500 Bangladeshi American and US-based foreign business conglomerates and investors with Bangladeshi Key Industry Leaders & Policymakers to assist strategic business tie-ups and encourage bilateral trade between Bangladesh and the US companies at various forums.

Objectives

- ✓ Promote Bangladeshi products and services, facilitate strategic business tie-ups and encourage bilateral trade between Bangladesh and US companies
- ✓ Create awareness about Bangladesh’s business strengths and opportunities and promote Bangladesh as one of the world’s most smart destinations for trade and investments
- ✓ Facilitate effective networking, dialogue and partnership opportunities among investors, policymakers and broader groups of stakeholders.
- ✓ Create awareness about the business and investment opportunities in Bangladesh for Non-Resident Bangladeshis
- ✓ Build a culture of NRB engagement and contribution towards the development efforts of the nation and reconnect them with their roots
- ✓ Building the “**Smart Bangladesh**” brand image by promoting the development & success stories of Bangladesh

Key Facts

25th of September as “Bangladeshi Immigrant Day”: History and Significance

The State of New York in the USA, observes “Bangladeshi Immigrant Day” annually on September 25th since 2019, after Governor Andrew M. Cuomo proclaimed September 25th, 2019, as “Bangladeshi Immigrant Day” in the State of New York to recognize the many contributions of Bangladeshi-Americans. The State Senate adopted the Resolution on February 27th, 2019, responding to a proposal placed by State Senator Toby Ann Stavisky being requested by the Muktadhara Foundation (MF).

The “Bangladeshi Immigrant Day” observes the significance of the speech by the Father of the Nation, Bangabandhu Sheikh Mujibur Rahman, who for the first time in its history gave a speech in Bengali at the General

Assembly of the United Nations (UN) on September 25th, 1974. The speech is a historical implication for two reasons. First, it was delivered in Bengali, and second, it ushered in fresh ideas and policies to build a brave new world free of economic inequalities, social injustice, military aggression and threats of nuclear war.

NRBs in the USA: Potential Bangladeshi Diaspora for Trade & Investment in Bangladesh

The USA boasts the second-largest number of Non-resident Bangladeshis, about 0.8 million, and it is also the second-highest remittance sender since last year. The Bangladeshi Diaspora in the USA forms one of the well-educated, accomplished, and affluent communities, able to develop the trajectory of development for Bangladesh by pushing the curve upwards further.

USA-Bangladesh Trade Relations: Strong Bonds Continue to Grow

The USA-Bangladesh Relations has been a part of the country's progress since its Independence in 1971. The United States is the largest source of foreign direct investment in the Indo-Pacific region, nearing \$1 trillion as of 2021, and the largest source in Bangladesh, with over \$4.3 billion invested and counting. Bangladesh's Total Exports to the USA recorded 684.628 USD mn in Nov 2022, compared with 705.010 USD mn in the previous Oct 2022. According to the latest US Department of Commerce's Office of Textiles and Apparel data released on Tuesday, the US apparel and textile imports from Bangladesh in 2022 grew by 35.38 percent to \$10.04 billion compared with that of \$7.42 billion in 2021.

Bangladesh, a Land of Limitless Opportunities

Currently the 41st largest economy in the world, Bangladesh is on pace to be the 25th largest economy by 2035. The 7% average GDP growth in the last five years, \$2,227 per capita GNI in FY 2020-21, surpasses neighboring nations. Bangladesh has \$25 billion in remittances, 6% of GDP and \$44 billion in Forex reserve.

Currently, the world's 7th most populated country, Bangladesh has a domestic market of over 169 million and has strategic hub access to India, China and the ASEAN markets. Youth power is a prime reason for Bangladesh's success – 70% of its population is aged below 40 years, of which 45% is aged below 24 years. About 2.3 million young professionals enter the workforce every year, fuelling the labor force and supporting industrialization and consumption.

Bangladesh has the most liberal investment regime in the region, characterized by a wide array of facilities, attractive incentive policies and consistent reforms. In 2019, the country became a Top-20 improver of the World Bank's Doing Business Index. Bangladesh has implemented mega projects to accelerate the growth of industries and to take full advantage of its strategic location.

Event Highlights

- B2B & B2C Trade Show to promote Bangladeshi products and services. Network and position Bangladeshi Brands within the USA
- Conference Sessions featuring trade and investment opportunities in Bangladesh on RMG, IT, Health & Medical, Remittance and NRB Engagement, etc
- Seminar on Bangladeshi Immigrant Day
- 50+ delegates, eminent speakers and panelists from the USA and Bangladesh
- 200+ USA-based foreign business conglomerates and investor participants
- 300+ potential Bangladeshi American business conglomerates and investors participants
- 2,000+ estimated target footfalls in 2 days during the event
- B2B meeting and Networking sessions
- Live Demonstrations
- Exclusive Product Launching

Exhibitor Profile (Category of Business Sectors for Participation)

- Banking and Finance Services
- Capital Market
- Readymade Garments & Textiles
- Medical & Pharmaceuticals
- Agro & Agro Processed
- Food & Beverage
- IT & IT-enabled Services
- Leather & Leather Goods
- Handloom and Handicrafts
- Jute & Jute Diversity Products
- Real Estate
- Tourism

Visitor / Attendee Profile

- Importers, Distributors, Trade Agents, Retailers, Retail Chains, Trading Houses, Trade Associations, CEOs, MDs, GMs, Managers, Consultants, Policy Makers, and Government Officials related to the industries in the USA
- Distinguished Bangladeshi Americans, like renowned Business Owners, Professionals, Corporate Leaders, Scientists, Consultants, Experts and Influential Social & Political Members, etc.

Bangladeshi Immigrant Day & Trade Fair 2023 Agenda

Day 1: Friday, September 22nd, 2023

Time	Sessions / Activities
10:00 am – 10:30 am	Opening Ceremony
10:30 am – 11:30 am	B2B Meeting & Networking
3:00pm – 4:30 pm	Conference Session-01
5:00 pm – 6:30 pm	Conference Session-02
7:00 pm	Day -1 Ended

Day 2: Saturday, September 23rd, 2023

Time	Sessions / Activities
10:00 am	Trade Fair Starts
10:00 am – 11:00am	B2B Meeting & Networking
11:00 am – 12:30 pm	Conference Session-03
3:00 pm – 4:30 pm	Conference Session-04
5:00 pm – 6:30 pm	Special Session on Bangladeshi Immigrant Day
7:00 pm – 7:30 pm	Closing Ceremony

Post Show Report BIDTF 2022

Build awareness regarding 25 September as Bangladeshi Immigrant Day, recognizing the Father of the Nation Bangabandhu Sheikh Mujibur Rahman's historical speech at UNGA and his vision and celebrate "50 years of USA-Bangladesh Relations" with the business community in the USA, Mukta Dhara New York and USA-Bangladesh Business Links in association with the Greater New York Chamber Commerce and FBCCI have organized "Bangladeshi Immigrant Day and Trade Fair 2022" on 23-25 September 2022 in New York, USA. The event has been approved by the Ministry of Commerce Bangladesh and Export Promotion Bureau has also enlisted the Fair in its Calendar.



In association with the Greater New York Chamber of Commerce, the Bangladeshi Immigrant Day & Trade Fair 2022 started on 23rd of September at the Hilton Midtown at 9:00 AM and continued till 4:00 PM. The event then resumed at 6:00 PM on the same day and continued till the 25th of September at 11:00 PM at the Marriott Marquis Times Square.



There were 30 Bangladeshi & NRB companies participating in this fair for showcasing their products & services and one-to-one B2B meeting with potential USA business conglomerates and investors. 15 seminars and networking sessions on business, investment and policy were arranged during 3 days. The presence of honorable ministers, government top officials, policymakers and industry leaders from both countries and their discussions at the various seminars and networking sessions created a positive impact on US-Bangladesh relations and upheld the business & investment facilities in Bangladesh.

An MOU had been signed between The Federation of Bangladesh Chambers of Commerce and Industry (FBCCI) and the Greater New York Chamber of Commerce (GNYCC) for recognizing the immense possibilities of promoting economic and commercial cooperation between the People's Republic of Bangladesh and the United States of America during the event.

Besides these, there was an exhibition of 50 rare photographs of the Father of The Nation Bangabandhu Sheikh Mujibur Rahman and honored 3 American Friends for their contribution to the Bangladesh Liberation War in this event.



About the Organizers

Muktadhara New York Inc., a sister concern of Muktadhara Inc., works with the Bangladeshi communities in the USA in the field of arts, culture, trade and ethnic awareness. Since 1992, Muktadhara has been organizing book fairs, cultural programs, film festivals, and other social and cultural activities with the aim of promoting Bangladeshi art, culture and trade in the USA.

Muktadhara New York celebrates the event “Bangladeshi Immigrant Day” annually on September 25th since 2018. In 2018 and 2019, Muktadhara Inc. organized a three-day Trade Fair along with the Bangladeshi Immigrant Day celebration. A number of business organizations from Bangladesh and New York have taken part, and bilateral meetings on trade between the officials of the FBCCI and the Greater New York Chamber of Commerce were arranged at the Trade Fair in both years.



The Founder and the President of Muktadhara New York, Bishawjit Saha, has been arranging the Bengali Book Fair in the USA for over 30 years. An efficient team led by him has carried out many different activities, including getting the release of postal stamps by the US Postal Services, marking the birth centenary of Father of the Nation, Bangabandhu Sheikh Mujibur Rahman, getting the declaration of Bangabandhu Day by New York State, getting the declaration of the Independence Day of Bangladesh marking the 50 years of Bangladesh's Independence, and getting the declaration of the International Mother Language Day to uphold Bangladesh's image in America.

USA-Bangladesh Business Links, a sister concern of Muktadhara New York, has been working on building a bridge between the mainstream businessmen of Bangladesh and the USA since 2019. USA-Bangladesh Business Links trusts that not only the 50 Years of Independence, but also the 50 Years of Economic Development of Bangladesh will be projected through the Trade Fair. Preparations are underway to project an unprecedented Bangladesh in the USA on the occasion of the 50th Anniversary of the USA-Bangladesh Relationship. A three-day Trade Fair is being organized and a skilled team is working to showcase Bangladesh at its best. The Bangladeshi Immigrant Day will be celebrated on September 23rd, 24th and 25th. The apex body of Bangladesh's Businessmen, FBCCI, and the largest body of the USA Traders, the Greater New York Chamber of Commerce have supported the Trade Fair.

About the Venue

New York Marriott Marquis

Times Square

1535 Broadway

New York, NY 10036

One of New York's most visually stunning Events Spaces, New York Marriott Marquis is a 1-minute walk from Times Square. Trade Show, Product launches, Corporate Meetings, Conferences provide a small sample of what makes this space grand, indeed.



Sponsorship Offers

TITLE SPONSOR (Exclusive and limited to only one Sponsor)

Package Cost: BDT 6000000.00 + Taxes

- The event Name is “Title Sponsor named Bangladeshi Immigrant Day and Trade Fair 2023”
- Promotional Material: Title Sponsor Logo or Name will be top of the Event logo on all Marketing Collateral for the Show including Brochure, Presentations, Mailers, Banner, Pre-event Press Releases, Event website, on all electronic data mailing to our robust industry database wherever applicable
- VIP Honor: Chairman / Managing Director / Other Senior representatives to be a part of the event as the special guest of the inaugural ceremony
- Corporate Presentation: Opportunity to present the corporate message on the main stage for 10(Ten) minutes
- Exhibition Booth: 200 sq. feet exhibition booth at PRIME location at the Exhibition Hall
- On-Site Branding: 4 (four) Banner ads at prominent places in the facility
- Recognition Announcement: Recognition Announcement during the event as Title Sponsor
- Global Business Magazine Ad: Two full-page color advertisements of the Title Sponsor in the Global Business Magazine
- Delegate Badges: 10 (Ten) nos Title Sponsor mentioned delegate badges
- Hotel Accommodation: 2 (Two) Hotel Rooms for 4(Four) nights in Marriott Marquis, Times Square
- Transportation Facilities: Between Airport & Hotel and Between Hotel & Exhibition venue
- Single point of contact for all dealings with the sponsor

POWERED BY SPONSOR (Exclusive and limited to only one Sponsor)

Package Cost: BDT 4000000.00 + Taxes

- The event Name is “Bangladeshi Immigrant Day and Trade Fair 2023 Powered by sponsor name”
- Promotional Material: Powered by Sponsor Logo or Name will be below of the Event logo on all Marketing Collateral for the Show including Brochure, Presentations, Mailers, Banner, Pre-event Press Releases, Event website, on all electronic data mailing to our robust industry database wherever applicable
- VIP Honor: Chairman / Managing Director / Other Senior representatives to be a part of the event as the special guest of the inaugural ceremony
- Corporate Presentation: Opportunity to present the corporate message on the main stage for 7(Seven) minutes
- Exhibition Booth: 100 sq. feet exhibition booth at PRIME location at the Exhibition Hall
- On-Site Branding: 3 (Three) Banner ads at prominent places in the facility
- Recognition Announcement: Recognition Announcement during the event as Powered by Sponsor
- Global Business Magazine Ad: Two full-page color advertisements of Powered by Sponsor in the Global Business Magazine
- Delegate Badges: 8 (Eight) nos Powered by Sponsor mentioned delegate badges
- Hotel Accommodation: 1 (One) Hotel Rooms for 4(Four) nights in Marriott Marquis, Times Square
- Transportation Facilities: Between Airport & Hotel and Between Hotel & Exhibition venue
- Single point of contact for all dealings with the sponsor

GRAND SPONSOR (Exclusive and limited to only one Sponsor)

Package Cost: BDT 2500000.00 + Taxes

- Promotional Material: Sponsor Logo or Name Mention as Grand Sponsor on all Marketing Collateral for the Show including Brochures, Presentations, Mailers, Banner, Pre-event Press Releases, Event website, on all electronic data mailing to our robust industry database wherever applicable
- VIP Honor: Chairman / Managing Director / Other Senior representatives to be a part of the event as the special guest of the closing ceremony
- Corporate Presentation: Opportunity to present the corporate message on the main stage for 5(Five) minutes
- Exhibition Booth: 100 sq. feet exhibition booth at PRIME location at the Exhibition Hall
- On-Site Branding: 2 (Two) Banner ads at prominent places in the facility
- Recognition Announcement: Recognition Announcement during the event as Grand Sponsor
- Global Business Magazine Ad: Two full-page color advertisements of Grand Sponsor in the Global Business Magazine
- Delegate Badges: 8 (Eight) nos Grand Sponsor mentioned delegate badges
- Single point of contact for all dealings with the sponsor

DIAMOND SPONSOR ((limited to Two Sponsors))

Package Cost: BDT 2000000.00 + Taxes

- Promotional Material: Sponsor Logo or Name Mention as Diamond Sponsor on all Marketing Collateral for the Show including Brochure, Presentations, Mailers, Banner, Pre-event Press Releases, Event website, on all electronic data mailing to our robust industry database wherever applicable
- VIP Honor: Chairman / Managing Director / Other Senior representatives to be a part of the event as the special guest of the closing ceremony or on any sessions
- Corporate Presentation: Opportunity to present the corporate message on the main stage for 3(Three) minutes
- Exhibition Booth: 100 sq. feet exhibition booth at PRIME location at the Exhibition Hall
- On-Site Branding: 2 (Two) Banner ads at prominent places in the facility
- Recognition Announcement: Recognition Announcement during the event as Diamond Sponsor
- Global Business Magazine Ad: One full-page color advertisement of Diamond Sponsor in the Global Business Magazine
- Delegate Badges: 5 (Five) nos Diamond Sponsor mentioned delegate badges
- Single point of contact for all dealings with the sponsor

GLOD SPONSOR ((limited to Three Sponsors))

Package Cost: BDT 1500000.00 + Taxes

- Promotional Material: Sponsor Logo or Name Mention as Gold Sponsor on all Marketing Collateral for the Show including Brochures, Presentations, Mailers, Banner, Pre-event Press Releases, and Event website, on all electronic data mailing to our robust industry database wherever applicable
- VIP Honor: Chairman / Managing Director / Other Senior representatives to be a part of the event as the special guest on any sessions
- Corporate Presentation: Opportunity to present the corporate message on the main stage for 2(Two) minutes
- Exhibition Booth: 100 sq. feet exhibition booth at PRIME location at the Exhibition Hall
- On-Site Branding: 1 (One) Banner ad at prominent places at the facility
- Recognition Announcement: Recognition Announcement during the event as Gold Sponsor
- Global Business Magazine Ad: One full-page color advertisement of Gold Sponsor in the Global Business Magazine
- Delegate Badges: 5 (Five) nos Gold Sponsor mentioned delegate badges
- Single point of contact for all dealings with the sponsor

PROGRAM SPONSOR ((limited to Five Sponsors))

Package Cost: BDT 1000000.00 + Taxes

- Promotional Material: Sponsor Logo or Name mentioned as Program Sponsor on all Marketing Collateral for the Show including Brochures, Presentations, Mailers, Banners, , Event website, Session/program Backdrop, etc
- VIP Honor: Chairman / Managing Director / Other Senior representatives to be a part of the event as honorable guests/speakers on the sponsored session/program
- Corporate Presentation: Opportunity to present the corporate message on the main stage for 2(Two) minutes during the session/program
- On-Site Branding: 2 (Two) Banner ads at the seminar/conference room during the session/program
- Recognition Announcement: Recognition Announcement during the session/program as Program Sponsor
- Global Business Magazine Ad: One full-page color advertisement of the Program Sponsor in the Global Business Magazine
- Delegate Badges: 5 (Five) nos Program Sponsor mentioned delegate badges
- Single point of contact for all dealings with the sponsor

Exhibitor Directory Advertisement Offers

Global Business Magazine 2023

Back Cover (Color) – BDT 300,000.00 + Taxes

Inside Front Cover (Color)– BDT 200,000.00 + Taxes

Inside Back Cover (Color)– BDT 200,000.00 + Taxes

Full Page (Color)– BDT 100,000.00 + Taxes

Half Page (Color)– BDT 60,000.00 + Taxes

Exhibition Booth Rental Offers

8x10 SQF Standard Single Shell Scheme Booth– USD4,000.00 (BDT 400,000.00) +Taxes

8x20 SQF Standard Double Shell Scheme Booth– USD 7,000.00 (BDT 700,000.00) +Taxes

Contacts for Booth Rental Queries

EPB International Fair, Export Promotion Bureau (EPB)
Government of Bangladesh
TCB Building, 1 Kawran Bazar, Dhaka
Tel: 02-8180088, 01712-345990
Email: dd-fair@epb.gov.bd
Web: www.epb.gov.bd
Organizer: +1-347-656-5106 (WhatsApp)

General Contacts

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