

**SAVOR**  
**EXPO**  
*Presents*



# AN INT'L EXHIBITION ON SAFE BUILDING MATERIALS, EQUIPMENT, BUILDING SAFETY & SECURITY OF BANGLADESH



**28 29 30 October, 2020**

**International Convention City Bashundhara (ICCB),  
Kuril Bishwa Road, Dhaka, Bangladesh**

Organized by

**SAVOR**  
INTERNATIONAL LIMITED

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## BACKGROUND

Today's construction industry is a fertile ground for technology innovations and creativeness. Due to rapid urbanization and over population, overwhelming challenges are coming in, related to the human impact on climate change, natural resource limits and economic growth. Without improvements in the construction method and technology, the infrastructure development will not be sustainable for the country.

In addition to that, one of the mandates of the Government of Bangladesh is to enable a business friendly environment and in order to achieving that infrastructure development is relevant and essential. Therefore few visionary projects like elevated express highway, deep-sea port, Metro Rail Project, New International Airport are in pipeline. These projects offer huge prospect for construction industry in Bangladesh, due to implementation of these projects there will be an affluent in demand for construction materials construction tools and assistance. Bangladeshi construction industry has advanced a lot and producing international standard products that is fulfilling the local demands.

Positive macroeconomic fundamentals, including the impressive economic growth, government infrastructure projects including Padma Bridge and Payra Port, development of special economic zones, housing construction both in urban and rural areas, led by remittance inflow, and setting up of new industries indicate a "boom" in the construction material manufacturing sector. After the enormous success of "SAFECON 2019" Savor International Limited AGAIN brings to you '5th SAFECON 2021' scheduled to be held from 28-30 October, 2021, in order to fostering the benefit of the entire construction industry. SAFECON is truly a splendid showcase of the Safe & Sustainable Construction & Building Materials, Method, Equipment & Real Estate sectors in Bangladesh. SAFECON is an exclusive B2B platform where different organizations from domestic and international market will gain access to demonstrate their products and solutions that will help to design and build safe and sustainable infrastructures.

In order to fostering the benefit of the aforementioned boom in construction industry the players of the industry intent to be ready with their best products and services. Besides, in this era, it is also important to stay connected to know about the competing and complementing services and solutions. Catering to the situation, **SAFECON** aims to bring a new platform where different organization from domestic and international market will get the opportunity to demonstrate their products and solutions that will help to design and build safe and sustainable infrastructures. The event intends to promote new technologies and models which can be successfully integrated into urban systems as a perfect blend between environmental and economic concerns. SAFECON also aims to strengthen B2B cooperation and experience exchange, inspiring policymakers, municipalities, practitioners and foreign investors involved in urban & rural development to search for new arenas for feasible projects realization.

## OBJECTIVE OF SAFECON 2021:

- Creating a Platform where Safe & Sustainable construction materials can be showcased.
- Promoting safe & sustainable products and value-added services as preferred choice for construction in Bangladesh.
- Engaging roll out innovations and new technologies for domestic market.
- Emphasizing Safety in construction materials, especially from environmental aspect.
- Exploring opportunities for the foreign exhibitors to penetrate with their solutions in the Bangladesh market. Moreover, energizing economic potentials vis-à-vis foreign currency earnings.
- Creating awareness amongst future engineers, policy makers about innovation & technological advancement in the construction industry.
- Creating a platform for technology exchange and unveiling opportunities of business for the exhibitors.



## BD BUILDING SAFETY & SECURITY SHOW

Building safety and security system have been a significant issue from the last century in Bangladesh. It should be the supreme priority to protect the large areas such as factories, substation, power plant, commercial & residential buildings, and other important institutions by maintaining proper automatic fire fighting and security surveillance system from the hazard. But unfortunately, most of those buildings are highly vulnerable to fire risk due to lack of major firefighting equipment and defiance of related laws and regulations.



**BD BUILDING SAFETY & SECURITY SHOW**

Furthermore, when places fire occurred, firefighters have to face lots of troubles due to lack of fire fighting facilities. Fire fighting facilities such as fire control panels, electric sub-Station, generator (any), standby generator (for fire), control panel, lighting conductor, exhaust fan, any kind of fire equipments, fire extinguisher, and tub, smoke detector, heat detector, fire alarm, intercom, electric pump, diesel pump, jockey pump, fire lift, ventilation systems etc. are basic facilities needed to assist firefighters and to aid occupants to evacuate the premises which is actually not all available to the Fire Rescue Service operations. For this, it takes too much time to close the operation and even increase the possibility of loss. Our Exhibition will provide the opportunity to create a platform for all safety and security related industry all over the world under one roof where customers can see the latest offerings in the market through which they can make business partners and strategic alliances.

## ACTION PLAN

Event Name	SAFECON 2021
Concurrent Event	Power-Gen 2021, Renewable Energy Show 2021, Safe HVACR 2021, Water Management Show 2021
Detail	A Comprehensive Showcase on Safe & Sustainable Construction, Building Materials, Method, Equipment, Fire Detection, Protection & Building Safety & Security Products
Date	28-30 October, 2021
Location	Dhaka, Bangladesh
Venue	International Convention City Bashundhara (ICCB)
Opening Hours	10.00 am to 8.00 pm
Frequency	Annual
Open to	Trade / Business & Public Visitors
Organizer	Savor International Limited
Cooperated by	Postmaster Communication
Expected number of Booths	300
Trade Value(Expected)	USD 15 Million (Approx.)
Official Website	<a href="http://www.savor-safecon.com">www.savor-safecon.com</a>

## VISITORS PROFILE

Personal Invitation to Chairman, MD, CEOs, other decision makers, investors, consultants and experts from the following fields:

• Architecture and Construction • Consultancy and Engineering Services • Facility and Utility Management • Financing and Investment • IT & Telecommunication • Automation, Electronics Engineering • Power Engineering • Lighting industry • Urban Planning • Rural Planning • Developing Agencies & programs • Media • State and Municipal Administration • Transport and Logistics • Trade and Business Centers • Research and Development Centers • Universities, etc.

## UNIQUE PROPOSITIONS OF SAFECON 2021

- A specialized exhibition targeting safe and sustainable construction materials, machines and methods, the need for future urban & rural development of our country.
- Participation of International Construction organization and Delegation from Nepal, Myanmar and other highly prospective countries.
- Interactive seminar by the industry leaders and International envoy about importance of Safety in Construction.
- Extensive integrated brand communication for SAFECON to the market.
- Opportunity to gather knowledge about new technology and innovation in the construction industry that may help exhibitors to stand for tomorrow.
- Innovative installations in the venue. e.g. Giant LED Display to play Television commercials and informative Audio visuals of the Sponsors and Participants.

## VISITOR INVITATION & GATHERING:

- Personalized invitation will be sent to IAB, IEB members, High Officials of LGED, Concern Ministries, EPB, BSTI, Trade Bodies, BGMEA, BKMEA, Chambers of commerce's, Diplomats of different embassies and others.
- Shuttle bus services will be provided to gather Engineering Students from BUET, AUST, MIST and other Engineering Universities.
- Extensive Promotion in Print, Electronic Online & Social medias to circulate the information of SAFECON 2021 & BD BUILDING SAFETY & SECURITY SHOW .
- Exploring the information of the seminars will be conducted and chaired by both local and International delegates and Icons of construction industry and pre-registration of the seminar participation to boost hype.

## EXHIBITORS PROFILE

• Construction Materials	• Fire & Safety Automation
• Steel & Metal Fabrication	• Construction Vehicles & Equipment
• Light weight Products	• Construction Tools (Air, Hand & Power)
• Insulation Products	• IT Solutions for Building & Construction Industry
• Cement & Concrete	• Kitchen Technologies
• Air Conditioning & Refrigeration	• Landscaping
• Bath & Sanitation	• Paints & Coats
• Batteries, UPS/Inverters & Generators	• Plumbing, Pipes & Fittings
• Ceramics & Stones	• Plywood & Veneer
• Construction Machinery	• Pre-Engineered Buildings
• Doors, Windows & Systems	• Roofing, Cladding & Facades
• Electrical & Lightings	• Tiles & Fitting
• Elevators & Escalators	• Tiles & Sanitary ware
• Energy Conservation Products	• Turnkey Consultancy
• Fire, Safety & Security	• Wires & Cable Paints & Equipment for painting
• Steel Building	• Paints & Equipment for painting
• Glass & Glazing	• Waste Management & Recycling
• Hardware & Fittings	• Real Estate Developers, Land Projects,
	• Bank & Financial Institution

and many more...

## EVENT DAY PROMOTION:

- Welcome Gate
- Seminar Stage Back wall & Wings
- A Big LED Display in the Venue to display commercials and audiovisuals of partners, sponsors & Exhibitors.
- All communications inside the venue [e.g. Roman Banner, Festoon Banners, POP & X Banners, Drop Wall Banners, Cutouts etc.

## SIGNIFICANT INDUSTRY PARTICIPATION IN SAFECON



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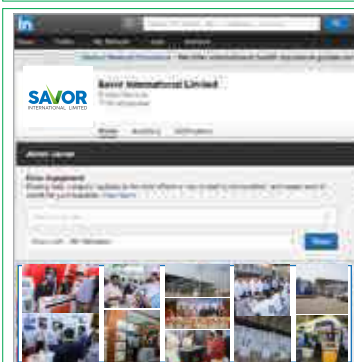
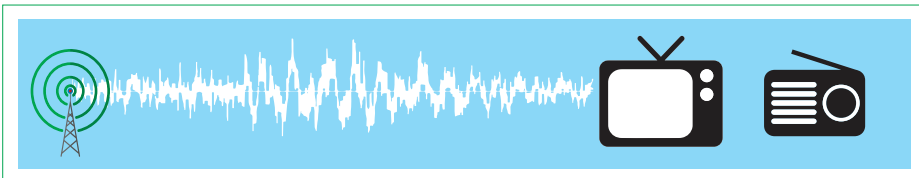


[www.savorbd.com](http://www.savorbd.com)

# IMC PLAN FOR SAFECON 2021

## Pre event Promotion:

- Newspaper insertion - in renowned dailies
- Advertisements in Business, Fashion and Lifestyle Magazines
- Radio Commercial insertion in FM Radios- from 10 days before the event.
- Television Commercial at prime time.
- Digital media- Social Media pages, Web Ads in renowned high traffic web pages
- Multiple Bill boards/ Banner in strategic Locations/ Posters
- Invitation Cards for personalized invitation
- Outdoor Communication in LED projections.
- Vehicle branding for the expo.
- TeleMarketing



## POST EVENT PROMOTION:

- News and Media Coverage
- Articles & Media write-ups on SAFECON 2021

