



A Premium Exhibition of SAFE & SMART POWER SOLUTIONS

28 29 30 October, 2021

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

Organized by



Knowledge Partners



Media Partners



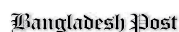
Associate Partners



Global Alliance



Event Partner



BACKGROUND

Electricity is the major source of power for most of the country's economic activities. Bangladesh's total installed electricity generation capacity (including captive power) was 15,351 megawatts (MW) as of January 2017. As 2015, 92% urban population and 67% rural population have the access to the electricity for their source of light. An average of 77.9% of the population have the access to electricity in Bangladesh. Bangladesh will need an estimated 34,000 MW of power by 2030 to sustain its economic growth of over 7 percent.

Problems in the Bangladesh's electric power sector include high system losses, and delays in completion of new plants, low plant efficiencies, erratic power supply, electricity theft, blackouts, and shortages of funds for power plant maintenance. Overall, the country's generation plants have been unable to meet system demand over the past decade.

Therefore, the power generation industry is facing more change, at a faster pace, than ever before. As policies and technologies change, markets favor the proactive and informed. That's why the Power Expo has an enormous importance. The POWER-GEN Int'l Expo provides a platform for the entire power generation professionals to meet, network, and address the critical issues facing the power industry.

OBJECTIVE OF POWER-GEN 2021 INTERNATIONAL EXPO

- Providing a platform for all the stakeholders related to Power industry so as to showcase their smart products
- Promoting safe & smart power solutions
- Engaging industry experts and clients to discuss the next generation solutions
- Raising awareness among engineers, policy makers and clients about technological advancement in power industry
- Engaging roll out innovations and new technologies for domestic market
- Initiating a strategic relationship and partnership with key industry players, foreign buyers and solution providers and policy makers



POWER-GEN 2021, A PLATFORM FOR THE EXHIBITORS:

Power-Gen 2021 aims to extend a platform for your organization to come in front of the decision makers that spec and source billions of dollars in Power Generation sectors for their plans and multiple projects. Exhibiting at Power-Gen 2021 will generate an opportunity for the exhibitors to engage in discussions one-on-one, demonstrate and introduce their products & solutions in an interactive manner. Engagement of international exhibitors from potential Export Zones of Bangladesh may lead good opportunity for our power industry players to reach beyond domestic peripheral. Moreover, this Exhibition will build attendance through 360° marketing campaigns that creates millions of advertising impressions in print, direct mail, email, electronic media and so on.

VISITORS PROFILE

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

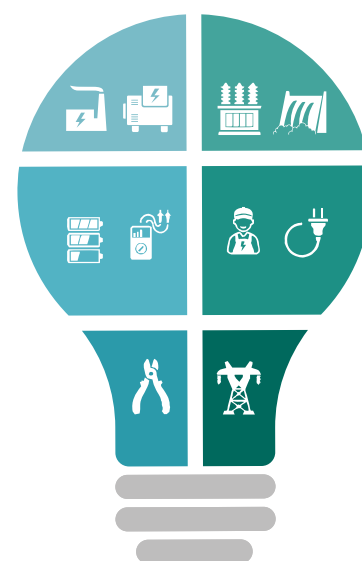
• Businessmen • Public & Private Power utilities • OEMs • Project Developers • Contractors • Top Executives • Architecture and Construction • Consultancy and Engineering Services • Facility and Utility Management • CEO's & Operation / Production Managers from all Industry sectors of Bangladesh • Financing and Investment • IT & Telecommunication • Automation • Electronics Engineering • Power Engineering • Urban Planning • Rural Planning • Media • Trade and Business Centers • Research and Development Centers • Manufacturers • Exporters • Importers • Traders from all sectors of the Industry • Government Agencies • Universities, etc.

UNIQUE PROPOSITIONS OF POWER-GEN 2021

- A specialized exhibition targeting Power Generation & Transmission, Energy & Renewable Energy for future urban & rural development of our country.
- Participation of International Power Industry and consultants in the exhibition that may help our local companies to explore with export opportunities. E.g. Power Industry players and importers from Southeast Asia and other highly prospective countries.
- A Distinctive Platform for International Organizations to Exhibit their SMART Power product and solutions in Bangladesh market.
- Extensive integrated brand communication for Power-Gen to the market.
- Opportunity to gather knowledge about new technology and innovation in the power 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 Audiovisuals of the Sponsors and Participants.

ACTION PLAN

Event Name	POWER-GEN 2021
Concurrent Event	Safecon 2021, Renewable Energy Show 2021, Safe HVACR 2021, Water Management Show 2021
Detail	An Exhibition on Safe & Smart Power Solutions
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	www.savor-powergen.com



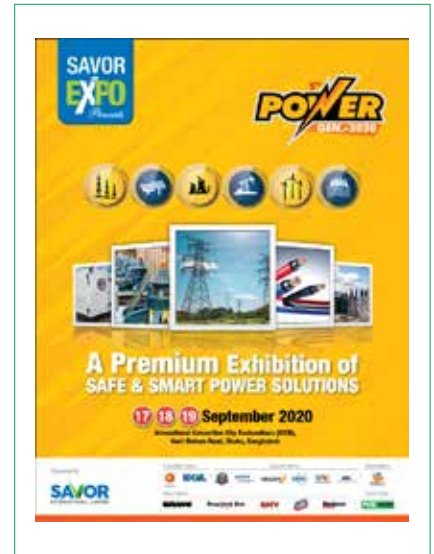
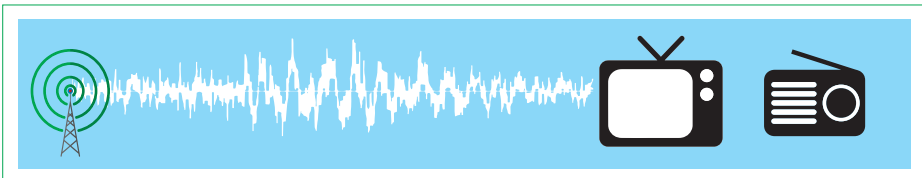
EXHIBITORS PROFILE

- Academic: Engineers & Professors
 - Manufacturer of transformers and components
 - Fuel Cell
 - Diesel Generator
 - Gas & Steam Power Generator
 - Solar Power generator
 - Government
 - Public and private power utilities
 - Electric utility or power generation companies
 - Independent power projects
 - PPP agencies
 - Original equipment manufacturers (OEMs)
 - Industrial, co-generation and self-generators
 - Consulting engineers, project developers
 - Technologies of Energy Efficiency and Energy Saving
 - Batteries, UPS/Inverters & Generators
 - Maintenance companies
 - Transmission and Distribution turnkey suppliers
 - Cables, Cable Trays & Circuit Breakers
 - Construction Tools (Air, Hand & Power)
 - Capacitors and calibration
 - Transmission technology
 - Automation & Control Equipment
 - Load management
 - Transformer manufacturers
 - Electrical Distribution & Transmission Equipment
 - Electrical Installation & Electronic Equipment
 - Oil and gas operating companies
 - Environment agencies
 - Maintenance Equipment Systems
- and many more ...

IMC PLAN FOR POWER-GEN 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 Billboards/ Banner in strategic Locations/ Posters
- Invitation Cards for personalized invitation
- Outdoor Communication in LED projections.
- Vehicle branding for the expo.



POST EVENT PROMOTION:

- News and Media Coverage
- Articles & Media write-ups on POWER-GEN 2021

