

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

**5<sup>th</sup> Water**  
**Management**  
**Show '21**

*A Premium Exhibition of*  
**Water Management**



**28 29 30 October, 2021**

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



Organized by

**SAVOR**  
INTERNATIONAL LIMITED

Knowledge Partners



Media Partners



Associate Partners



Global Alliance



Event Partner



**Bangladesh Post**

**SATV**



**Business TIMES**

## BACKGROUND

Bangladesh is predominantly a floodplain country where water is key to socio-economic development and sustainability of the eco-system. Flood, drought, cyclone, river erosion, siltation, and water scarcity in dry season have made water management a challenging task. Demand for water is growing rapidly in agriculture mainly from irrigation for cereal production, the urban and industrial sector, fishery, inland navigation and salinity control. The supply of clean and uncontaminated water has fallen far short of demand owing to inadequate flows in the Ganges, pollution caused by the disposal of effluents and chemicals, salinity intrusion in the coastal area and arsenic contamination. Further, the availability of freshwater is highly seasonal depending on the presence and duration of the monsoon. The incidence of both flood and drought in a yearly cycle profoundly affects river morphology.

The groundwater is used by nearly 90% of the population, is also contaminated with arsenic. According to the WHO, the levels of arsenic have contributed to the largest mass poisoning in history, affecting an estimated 30-35 million people in Bangladesh. Arsenic has been shown to be the cause of death for 1 out of every 5 people in Bangladesh.

In this context, it is a priority demand to improve the water sector by policy and by infrastructure. Bangladesh government is also trying to improve the infrastructure to improve water management policy. Keeping this in mind Savor International Limited is organizing WATER MANAGEMENT SHOW 2021 which will offer unparalleled business opportunities to both national and international organizations from the water industry to learn and explore the future trend in the Bangladeshi Water Market.

## Water Management Show 2021, A PLATFORM FOR EXHIBITORS

Water Management Show 2021 aims to extend a platform for your organization to come in front of decision makers that spec and source billions of dollars for their plans and multiple projects. Exhibiting at Water Management Show 2021 will generate an opportunity for the exhibitors to engage in discussions, demonstrate and introduce their technologies, ideas, products and services in an interactive manner. Engagement of international exhibitors from potential export zones of Bangladesh may lead good opportunity for our Water industry players to reach beyond domestic peripheral. Moreover this exhibition will build attendance through 360 degree marketing campaigns that creates millions of advertising impressions in print, direct email, e-mail electronic media and so on.

## EVENT AT A GLANCE

|                          |   |
|--------------------------|---|
| Event Name               | WATER MANAGEMENT SHOW 2021  |
| Concurrent Event         | Safecon 2021, Power-Gen 2021, Renewable Energy Show 2021, Safe HVACR 2021         |
| Detail                   | A Comprehensive Showcase on all types of water related technologies and 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 Booth | 300   |
| Trade Value (Expected)   | USD 15 Million (Approx.)  |
| Facebook Page            | Savor International Limited   |
| Official Website         | <a href="http://www.savor-watermanagement.com">www.savor-watermanagement.com</a>  |

## Why Exhibit

This exhibition will be witnessed a large footfall of companies and government institutions who plan to invest significantly in building small to large scale water project for domestic, agriculture and industrial purposes, there is a huge opportunity for you to showcase your products. Besides you will be able to:

- Build prospective databases and generate sales leads
- Chance to network with international water companies under their respective country pavilion
- Position your company as a market leader in the water domain
- Identify the trends and issues that will shape the future of your business
- Gain unparalleled access and exposure to your target market
- Find out potential opportunities to create a road-map for your sustainable growth & development
- Chance to network with water professionals from across the globe
- Opportunity to tap new clients
- Provide positive brand alignment to your products, and promote your company image
- Scope to grab the huge opportunity in Bangladesh water market as well as appoint their dealers and agents.
- Gain access to industry leaders, policy/decision makers, and visitors attending the event.

## Exhibitor Profile

### Manufacturers & Supplier

- Reverse osmosis – filtration
- Softening – demineralization
- Disinfection – desalination
- Distillation - iron removal
- Packaged drinking water –aeration
- Biological treatment technologies
- Sludge disposal
- Clarifiers - UV systems
- Ozonation – chlorination
- Reuse & recycling

### Equipment & Components

- Membranes – housings
- Filter cartridges – pressure vessels
- Chemicals - filter media
- Filter presses – blowers
- Boilers - cooling towers
- Diffusers - domestic water purifiers
- Accessories & spares

### Instrumentation & Control

- Meters – sensors
- Indicators - test equipment
- Flow controllers - detectors & locators

### Water Conservation Storage, Transportation & Distribution, Supply & Storage

- Tanks – pumps
- Motors - pipes & tubes
- Fittings & valves – pressure boosting
- Rainwater harvesting

## VISITOR INVITATION & GATHERING

- Personalized invitation will be sent to High Officials of LGED, LGRD, City Corporations, PWD, WASA, IAB, IEB members, BTMA members, Bangladesh Tanners Association members, Concern Ministries, Trade Bodies, 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 WATER MANAGEMENT SHOW 2021
- Exploring the information of the seminars conducted and chaired by both local and International delegates and Icons of construction industry and pre-registration of the seminar participation to boost hype.

## Visitors Profile

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

### Government - National Officials from

- Ministry of Water Resources
- Ministry of Housing & Public Works
- Irrigation Authorities
- Municipal Water Authorities
- Pollution Control Boards
- Ministry of Environment & Forests
- Bangladesh Inland Water Transport Corporation(BIWTA)
- Public Health and Works Department
- Water Development.
- Government Agencies
- Ministry of Rural Development

### Technocrats, Advisors and Policy Makers

- Distributors and Dealers
- CEOs and Decision Makers
- Builders, Contractors and Architects
- Consultants
- Researchers & Educational Institutes
- Media & Trade Publications
- Operations and Manufacturing Heads

### Utility Heads/ Engineers from the End User Industries like

- Agriculture
- Building Development
- Distillery/ Brewery
- Hospitals
- Leather
- Petrochemical Plants
- Refineries
- Sugar
- Beverage
- Fertilizer Plants
- Food Processing
- Plastics
- Power Plants
- Rubber
- Steel Plants
- Auto parts/Automobile
- Cement
- Electrical/Electronics
- Hotels and Clubs
- Paints

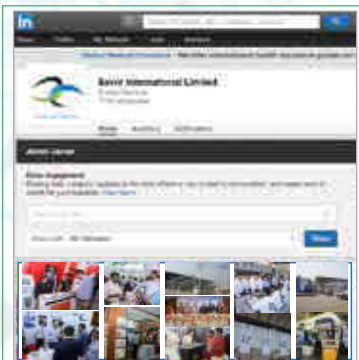
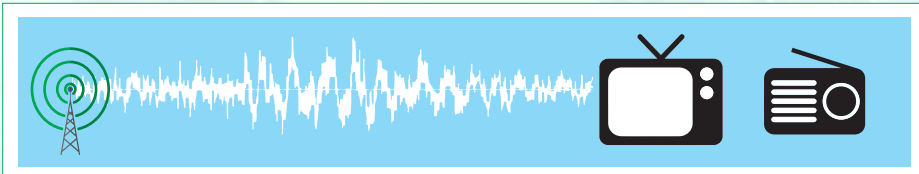
- Domestic water purifiers
- Research & technical institutes
- Water bodies & associations
- Project Developers
- Engineering Companies
- Packaged drinking water
- Embassies & international trade consulates
- Trade media
- Project Finance Companies
- NGOs and Donor Agencies
- Urban and rural water supply municipality
- Water Utilities
- Plant Builders
- Consultants, Research & Technical Institutes

and many more...

# IMC PLAN FOR WATER MANAGEMENT SHOW 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 WATER MANAGEMENT SHOW 2021

