



## ABOUT THE EVENT

BIMEX 2024 incorporating With Medical Equipment & Technology, LAB Bangladesh, and Medical Tourism, is the only specialized medical, dental and pharmaceutical event in Bangladesh that brings together an international congregation of Medical & Healthcare equipment and services, Dental Technology and Pharmaceutical companies and also its supporting industries gathered in Dhaka to showcase their latest developments and innovation.

## HIGHLIGHTS OF THE EVENT

- Pharmaceutical Seminars
- Medical Technology Seminars
- International Healthcare Conference
- Dental Technology Seminars

## FACTS OF BANGLADESH'S MEDICAL INDUSTRY

### OVERVIEW:

Currently, 57th largest economy in the world, Bangladesh has been making significant socio-economic developments in recent years. Despite of improving healthcare indicators such as declining in mortality rates and increasing number in average life expectancy, the health sector of the country is yet to reach its full potential. Though Bangladesh is one of the ten countries with lowest health expenditure, reform policies coupled with innovation and investment by the private sector may translate into rapid rise of this sector. In 2003, the direct contribution of the sector to GDP was \$1.78 billion, increasing to 3.45 billion in 2017. With an annual two-digit growth rate, Bangladesh pharmaceutical industry is now heading towards export after meeting local demand. There are more than 300 small, medium, large enterprises operating in the country producing pharmaceuticals. The Government of Bangladesh encourages foreign companies to partner with local companies in producing drugs, and high-tech and specialized products. Regulations have eased, allowing foreign companies to export medical products to Bangladesh. Bangladesh offers opportunities for exporters of high-end medical equipment, surgical instrument, diagnostic equipment and services. Imported medicines and medical devices are subject to customs duties depending on types and classes. Anti-cancer drugs, vaccines, hormonal contraceptives, and others can be imported without any tax. The majority of high quality medical institutions are centered in the capital city of Dhaka and it acts as the hub for medical service dissemination across the country.

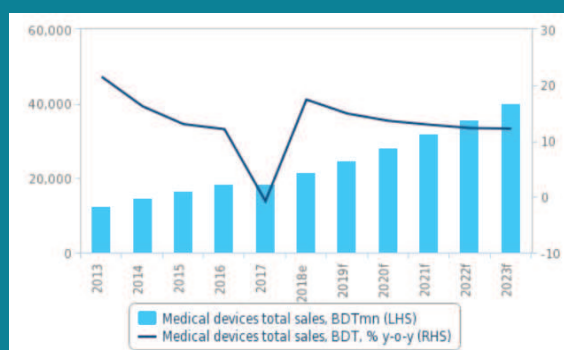
## BANGLADESH MEDICAL EQUIPMENT INDUSTRY

The medical device market is projected to grow by a 2018-2023 CAGR of 13.2% in local currency terms, above the previously projected 2018-2023 CAGR of 12.4%, which will take the value to BDT40.3bn (USD426.3mn) by 2023. The market will be benefited from robust economic expansion, although this will be constrained by a slowdown in western economies which remain Bangladesh's main export markets and leading source of foreign investment.

**Market drivers** include rising health expenditure, the need to develop healthcare infrastructure, Asian Development Bank funding approved in October 2018 for primary care, and assistance from international aid agencies.

**Market barriers** include the uneven distribution of healthcare facilities, poor access to health services in rural areas, one of the world's lowest physician/nurse to population ratios, low per capita spending on medical devices, inflation of medical device prices by local suppliers, and limited domestic production, mainly focused on basic consumables.

**Exports** will grow in 2019 as a modest domestic industry begins to form. Exports decreased by 14.7% y-o-y to USD3.7mn in the three months to November 2018. Over the 12-month period to November 2018, they rose by 15.4% to USD16.3mn.



Source : National Statistics, Fitch Solutions

## ABOUT THE ORGANIZERS

“Our Massive Medical and Wellness Industry Experience A Quality Assurance Of Our Events!”



### Savor International Limited

SAVOR International Limited is an exhibition organizer that provides the industry with platforms that bring together buyers and sellers from around the world, through a portfolio of exhibitions, content led conferences & seminars. SAVOR is an interface between Government, business, academia, society and media etc. SAVOR hosts large scale exhibitions and conferences across the country every year; thereby enabling trade across multiple industry verticals.



### Fireworks Trade Media Group

Fireworks Trade Media Group, headquartered and founded in Singapore is a trade exhibitions, trade publications and market intelligence company specializing in the medical industry and more than 30 other industry verticals. Our team is made up of a wealth of 16 years of experience and our company boasting of 14 international offices.

## ACTION PLAN

Event Name	BANGLADESH INTERNATIONAL MEDICAL EXPO 2024
Concurrent Event	Medical Equipment & Technology, Lab Bangladesh, and Medical Tourism
Detail	A Comprehensive Showcase Medical, Pharmaceuticals, Dental, Lab Equipment & Technologies, Medical Tourism.
Date	26~28 September, 2024
Location	Dhaka, Bangladesh
Venue	International Convention City Bashundhara (ICCB)
Opening Hours	10.00 am to 7.00 pm
Frequency	Annual
Open to	Trade / Business & Public Visitors
Organizer	Savor International Limited
Cooperated by	Postmaster Communication
Expected number of Booths	260
Trade Value(Expected)	USD 9 Million (Approx.)
Official Website	<a href="http://www.bangladesh-medical.com">www.bangladesh-medical.com</a>

## OBJECTIVE OF BIMEX 2024

- Creating a Platform where new and innovative Medical technologies can be showcased.
- Promoting Medical, Dental, Pharmaceuticals, Lab and Medical Tourism and value-added services as preferred choice for Medical industry in Bangladesh.
- Engaging roll out innovations and new technologies for domestic market.
- 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 among future engineers, policy makers, consultants, importers about innovation & technological advancement in the lighting industry.
- Creating a platform for technology exchange and unveiling opportunities of business for the exhibitors.

## VISITOR INVITATION & GATHERING

- Personalized invitation will be send to BAPI, BPS, BMA, BMDC, DAB, BSM and other relevant associations' members, High Officials of Health Ministry, Concern Ministries, Hospitals, Diagnostic Trade Bodies, Chambers of commerce's, Diplomats of different embassies, Medial Consultants and others.
- Shuttle bus services will be provided to gather Medical Students from DMC, SMC, BMC and other Medical Colleges.
- Extensive Promotion in Print, Electronic Online & Social medias to circulate the information of BIMEX 2024.
- Exploring the information of the seminars conducted and chaired by both local and International legates and Icons of construction industry and pre-registration of the seminar participation to boost hype.

## VISITOR PROFILE

### Health Ministry Officials

- Hospital Managers and Employees

### Doctors (Surgeries and Hospital)

- Nursing Officers

### Hospital Technicians

- Biologists, Biochemists, Technicians

### Dispensing Chemists, Pharmacists

- Physiotherapists

### Rehabilitation Organizations, Nursing Homes

- Organizations for the Disabled

### Care Services and Self-help Groups

and more....

## UNIQUE PROPOSITION OF BIMEX 2024

- A specialized exhibition targeting Medical and Health Care Industry in Bangladesh which will help to develop the urban and rural health care industry of our country.
- Participation of International companies and organizations of Medical Industry and Delegation from Nepal, Myanmar and other highly prospective countries.
- Interactive seminar by the industry leaders and international envoy about the latest medical technologies and inventions.
- Extensive integrated brand communication for BIMEX 2024 to the Market.
- Opportunity to gather knowledge about new Technology and Innovation in Medical and Health Care Industry that may help exhibitors to stand for Tomorrow.
- Personalized invitation card to important and influential visitors.
- Giant LED advertisement in the strategic location through the city.
- Innovative installations in the venue e.g. giant LED Display to play television commercials and informative audio-visuals of the sponsors and participants.

## EXHIBITOR PROFILE

### Medical Technology

- Medical equipment, Diagnostic equipment
- Therapeutic equipment, Life support equipment
- Medical monitoring,
- Alternative medicine Biomedicine
- Health care / Preventive health care
- Rescue and emergency equipment, medical
- Radiobiology, Brain science
- Pathology / forensic medicine
- Physiotherapy / orthopaedic technology
- Equipment and devices for dentistry branches
- Equipment and devices for veterinary medicine
- Packaging / aseptic packaging
- Neurosurgery / spine surgery

### Hospitals / Health Centres / Clinics Equipment and Products

- Medical consumables / medical disposables
- Furniture, assemblies and fabrics
- Communication and information technology
- Facility management, Waste management
- Hospital and clinical utilities
- Surgical instruments / suction equipment
- Surgical room equipment, Air purifier
- Surgical / OT lights

### Laboratory and Analytical Equipment and Products

- Laboratory technology and equipment Laboratory equipment
- Thermal equipment Mechanical equipment Isolating technology Reaction equipment
- Dosing systems, Accessories
- Gas technology, Safety technology
- Pumps, conveyors and connectors
- Cleaning equipment, Drying equipment
- Supplies and consumables, Vendor products
- Laboratory services, miscellaneous

### Analytical Equipment

- Bio analysis, Bio chemical
- Microscopes and imaging
- Analytica instrumentation and systems
- Instruments for physical and chemical analysis

### Life sciences, Biotechnology and Diagnostics

- Bio analysis, Biochemical, Bioinformatics
- Equipment for biotechnology
- Diagnostics kits

### Measuring and Testing

- Testing and measuring instruments
- Quality control services
- Material testing Temperature tracking

### Pharmacy and Dispensary Equipment and Furniture

- Pharmaceutical products
- Equipment for chemists shops, dispensaries and pharmacies
- Facilities for chemists shops, dispensaries and pharmacies

### Rehabilitation

- Daily living aids, Household and nutrition
- Physical care and hygiene, Mobility, Communication
- Building and living, Safety and monitoring systems
- Pedagogy, education and further training
- Workplace and occupation
- Physical training, physio- and ergotherapy
- Orthopaedic aids, Nursing and medical care
- Clothing, protective equipment
- Leisure, sports and recreation, Travel Associations, institutions, organisations
- Aids for children

### Components

- Production / manufacturing, Materials / substance
- Micro- / nanotechnology, Testing
- Components for medical technology
- Furniture / castor wheels
- Fixtures, Fittings, Medical lighting, Software

### Service Provider

- Consulting services, TQM, Education / training
- Specialists literature
- Institutes / academies / associations / services

### Hospital Infrastructure

- HVAC and medical gas, OT and clean room partitions
- Building materials and drywalls
- Flooring, ceiling, roofing, doors
- Construction and engineering
- Patient safety and nurse call systems, Special paints
- Catering equipment and services
- Architecture, planners and consultants
- Lighting / electrical fittings
- Emergency medical care and transportation
- Building automation systems
- Storage solutions, Surgical table/OT table

### Healthcare IT / Technology

- Telemedicine, 3D printing
- Wearable technology
- Software, Personal healthcare technology
- Wireless health / mobile health

### Medical Tourism Facilitators Dental Equipment and Supplies

and more...

# IMC PLAN FOR BIMEX 2024

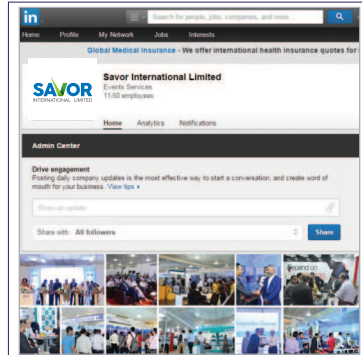
## Pre event Promotion:

- 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 for in strategic Locations
- Posters
- Invitation Cards for personalized invitation
- Outdoor Communication in LED projections.
- Vehicle branding for the expo

**THE VENUE**

**International Convention City Bashundhara (ICCB), Dhaka, Bangladesh**

Bashundhara Group proudly introduced the largest event space for the first time in Bangladesh named International Convention City Bashundhara (ICCB) in order to adjoin the flexibility in organizing personal, social and internationally standard festivals as well as to develop this service industry to an international height.



**POST EVENT PROMOTION:**

- News and Media Coverage
- Articles & Media write-ups on BIMEX 2024



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



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