



PAINT & COATING EXPO BANGLADESH

26-28 November 2020

International Convention City Bashundhara (ICCB)
Dhaka, Bangladesh

Endorsed & Supported By



Ministry of Housing and Public Works

Grand Supporter



Knowledge Partner



Organised by:



Concurrent Expo



Dear Business Colleagues,

I am glad to initiate the first ever show on paint industry in Bangladesh named **"Paint & Coating Expo Bangladesh 2020."** This is a initiative of Bangladesh Paint Manufacturers Association (BPMA).

The Asia Pacific region occupies a substantial share in the global paints market thanks to the presence of numerous developing countries, including China, India, Vietnam and Bangladesh, which have been witnessing a surge in investment in the development sector in the recent years.

This industry has virtually doubled in size over the last 10 years, creating direct employment opportunities for thousands of people while indirectly providing livelihoods to many. In Bangladesh, the annual consumption of paints currently stands at about 180,000 tonnes. The sector recorded an over 6 percent year-on-year growth in recent times thanks to the rapid urbanization in a country of around 167.8 million people.

We realize there is a need of an interactive platform for the stakeholders of the industry and that is where the **"Paint & Coating Expo Bangladesh 2020"** comes in the scene. We believe this expo will have significant impact on the industry and its growth.

I wish the expo a grand success.

Rupali Chowdhury

President, BPMA

ABOUT



The paint and coating industry of Bangladesh is rapidly growing due to the increasing demand from the construction sector. Manufacturing in the binuclear paint industry of Bangladesh mainly takes place in megacities like Dhaka and Chattogram. This industry has virtually doubled in size over the last 10 years. A study on the industry states that approximate market size based on demand is estimated at Tk 3,700 crore

(approx.).

In Bangladesh, the annual consumption of paints currently stands at about 180,000 tones. The sector recorded an over 6 percent year-on-year growth in recent times thanks to the rapid urbanisation in a country of around 167.8 million people. The experts and real estate sector leaders believe local and foreign investments have enabled the paint industry to achieve an annual growth of around 7-8 percent on average. Increased demand for paints and coatings is mainly due to the continued recovery of the global economy and rapid industrialization, and depends largely on the end-user industries it serves, such as steel, automobiles, and furniture and construction industries. The increase of environmental protection paint is the most demand recently. With the progress in formulation and technology, there are more and more investments in the field of non-hazardous chemical materials.

We would like to produce an innovative exhibition and eco fit out solutions. We are committed to addressing sustainability throughout all of our design, construction and management operations. With over years of combined experience in the exhibition management, we have the knowledge to make you reach to your desired clients. We offer more than just a space for you to display your company's products and services but we also offer exact business match for you.

WHY EXHIBIT



Paint & Coating Expo Bangladesh is the only exhibition on coating industry in Bangladesh. The region by virtue of being highly industrialized region, manufacturing hub, hosting significant population, witnessing infrastructure boom offers unparalleled potential for Architectural and Industrial coating market.

- Get a chance to meet industry professionals who are directly in your target market.
- Step ahead of your competitors by displaying your products and solutions.
- Create sales opportunities to promote your business and reach potential customers by the support of the extended promotional campaigns that are conducted before, during and after the show.
- Receive new orders
- Increase your market share in Bangladesh which is one of the Southeast Asia's largest market.
- Strengthen your market presence and brand awareness.

A newly launched specialised show gathering highly-functional paint & coating technologies from around the world. It will be a new business platform to showcase the cutting-edge products/ technologies targeting automobile, building, electronic fields, etc.



Exhibit Profile

- Paint/Coating Agent
- Paint/Coating Equipment/Tool Pigments
- Color Additive
- Waterproof Coating
- Color Raisin
- Paint Stripping
- Contract Coating
- Inspection/Testing
- Paint Manufacturing Equipment
- Surface Treatment Machine
- Application Systems and Spray Guns
- Automation and Conveyor Technologies
- Cleaning and Pre-treatment
- Drying and Curing
- Environmental Technology
- Measuring and Test Technology Quality Assurance
- UV/EB curing technology and products
- Accessories (Covering Materials and Systems, Painting Hangers, Filters, Pumps)



Visitors Profile

- Construction/Building Material
- Electric/Electronic Device
- Automotive Industry and Suppliers
- Painting Contractor
- Machinery Manufacturing
- Architectural
- Chemical & Pharma
- Agriculture Industry
- Oil & Gas
- Commercial Vehicles, Railway, Ship and Shipyards
- Metal and Metal Sheet Processing Plastics Processing
- White Goods and Household Appliances
- Furniture (Wood and Metal)
- Sports and Leisure Products
- Metal and Glass Façade Construction
- Electronics Industry
- Heating and Cooling Industry
- Packaging Industry
- Radiator Manufacturers
- Bridges, Pipelines and Power Supply Lines

Be There Where Decisions are Made



Top-level visitors will come to Paint & Coating Expo Bangladesh-the leading business platform for the Bangladeshi Paint & Coating industry, where you will meet the key personnel from Paint & Coating industry who play an important role in making decision on the future investments need to be made by their respective organisations.

Promotions to Attract Professional Visitors



Strategic target marketing to every major sector of Paint & Coating industry in Bangladesh. With the support of the respective agencies, visitor promotions will be carried out to their members.

- Direct Mailing of over 50,000 free invitations to country wide industry professionals through our database.
- Distribution of over 25,000 personalised invitations covering key important decision makers.
- Ads in leading national daily newspapers & trade publications related to the Paint & Coating sector in Bangladesh.
- Internet Marketing & regular updates of the event on social media platforms.
- Digital marketing.
- ATL part including hoardings, TVC etc.

Our audience gets its information online in the office and on the move via mobile. We are reaching out to them with a digital marketing programme that's specially tailored for both environments. In the run up to the show and during, it will help us to communicate with powerful messages at high speed. Using social media, including Twitter, LinkedIn & Facebook helps to create a community that offers opportunities for interaction between exhibitors and visitors.

Web Promotions



Our supporting web portals will be promoting the event through their dedicated site and this will be an effective medium for interested visitors to pre-register as buyers to the exhibition.

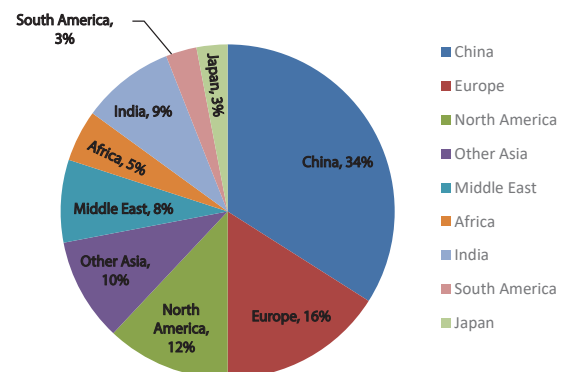
Technical Sessions



- Day 1: Making Sustainability Ideas Happen-Coatings for Future
- Day 2: Development of Powder Paint with High Corrosion Resistance
- Day 3: Inorganic Additives for Paints & Varnishes



Worldwide Production of Paint & Paint Materials in 2018



PARTICIPATION DETAILS

Bare space:

Bare space refers to rental of **SPACE ONLY** and the Exhibitor will be responsible for their own designs, construction and furnishings. Exhibitors should note that all electrical requirements and installation must be undertaken by the official contractor appointed by the organiser.



Standard Shell Scheme:

The package includes:

- Needle punch Carpet
- White polyester laminated panels for back walls, two side walls and fascia board
- Adhesive Vinyl Sticker for exhibitor's name and booth numbers on the fascia board
- 3 nos. of Spotlight (100 watts)
- 1 no. of Information Desk,
- 2 nos. of Counter Chairs,
- 1 no. of Waste Basket
- 1 no. of 5 amp single phase power point



Advertising Opportunities & Support Services

Free Advertising Opportunities for Exhibitors

- **Direct Mailing** Invitation tickets will be sent out to industry executives, professionals
- **Direct E-mailing** "Show Newsletters" will be sent to a large number of industry professionals regularly. These include information on exhibitors and their technologies.
- **Online Advertising** Your company name and product details will be listed on the "Exhibitor Directory", which has high access from industry professionals.
- **Press Release** To maximise media coverage, Show Management will issue press releases covering information on exhibitors and send them directly to major press.

Optional Advertising Opportunities for Exhibitors

- **Presentation at Exhibitors' Seminar** An exclusive venue for exhibitors to hold a presentation is available inside exhibition halls. Invite your customers to your presentation and promote your products in details.
- **Banner/Poster Advertisement** Your company banners can be on the official show website, inside exhibition halls, floor map, etc. And ad posters inside VIP lounge are also utilised to attract visitors to your booth.

Special Support Services for Exhibitors

- **Hotel Reservation** Information of standard international hotels which are located close to the exhibition site is available for exhibitors.
- **Translation/Interpreter** For exhibitors translation service is available at a reasonable price.
- **Other Various Support** Booth construction and shipping service are also available. Please refer to the "EXHIBITOR MANUAL" on the Exhibitors Website.



Please contact for booking



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